

CHEMIST & DRUGGIST

The newswweekly for pharmacy

February 23, 1985

a Benn publication

PSNC tips the
balance sheet
towards
contractors:
£45m more
from April

DHSS explains
PL(PI) delays

Graham Walker
reviews his
cosmetics year

Quarterly
statistics:
Budget choice
narrows

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February 23, 1985
 Volume 223 No 5458
 126th year of publication
 ISSN 0009-3033

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
Assistant Advertisement Manager:
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Published Saturdays
by Benn Publications Ltd
 Sovereign Way, Tonbridge,
 Kent TN9 1RW
 Telephone: 0732 364422
 Telex: 95132

Subscriptions: Home £49 per annum. Overseas & Eire £63 per annum including postage. £1 per copy (postage extra). Member of the Audit Bureau of Circulations

Regional advertisement offices:
 Midlands: 240-244 Stratford Road, Shirley, Solihull, W. Midlands B90 3AE 021-744 4427. North East and North West: 491 Chester Road, Old Trafford Manchester M16 9HF 061-872 5151. West Country & South Wales: 101 Badminton Road, Downend, Bristol BS16 6BQ 0272 564827




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COMMENT

A former president of the Pharmaceutical Society of Ireland, Mr A.J. Quirke has called for the physical separation of the professional and non-professional sections of community pharmacies in Ireland. He says it would do much to enhance the profession's standing with both the public and Government.

His cry that pharmacy's professional image has been diluted by its commercial interests has been heard many times before on both sides of the "water". However, the evolution of pharmacy in the United Kingdom has meant the juxtaposition of the counter and the dispensing bench.

In this country over six million customers are said to visit a pharmacy each day. The last full-year Nielsen statistics available (for 1983) show £1.68bn was spent in British pharmacies, excluding Boots, around 30 per cent of which came from OTC sales. So some £500m was spent over the counter on medicines, toiletries, cosmetics, hot water bottles, photography, slimming foods and the like — a sum which suggests little consumer prejudice.

Profit on that non-NHS share will have kept many pharmacies open, but will its non-medicine element have lowered the standing of the pharmacist and his profession in the eyes of the

public? We believe this is unlikely, particularly if the shop and its staff are well presented, and the quality of advice available on *all* products is of high calibre. Pharmacists need to be "professional" retailers as well as pharmacy professionals. If they are, then the public will continue to flock into pharmacies, despite the mix of medicines and merchandise.

Marplan surveys have shown more of the public are asking their pharmacists for advice since the National Pharmaceutical Association began its advertising campaign. This trend should continue. Particularly if the Pharmaceutical Services Negotiating Committee can extend the range of health care services available from the pharmacy as part of the new contract. The important element for the public is that pharmacist professionals are accessible and that their service is sound, not that their hands are tainted with commerce.

The Continent is often held up as the example to follow, yet many continental pharmacies carry traditional merchandise just as wide as in the UK. And where there is physical separation, either the two halves may be operated side-by-side, or advice about OTC medicines is dispensed not in the pharmacy, but in the drug store. Why? Because that's where people shop!

Contractors to get £45m more from April

Pharmacist contractors will get £45m more for NHS dispensing in the year beginning April 1: this represents an increase of around 13 per cent for the average contractor and takes account of the likely shortfall in payment resulting from the limited list. Basic Practice Allowance goes up 25 per cent to £3,000, as does the basic fee by 13p, to 60p a script (includes 5p special fee) but on-cost is to go down 0.5 per cent overall.

The Pharmaceutical Services Negotiating Committee regards the £45m settlement as a triumph for persistent and painstaking negotiation. The payment comprises two parts. The first restores a £17m underpayment for the period January '84 to March 31 '85 when both script volume and net ingredient cost (NIC) increased, but less than anticipated. It also reflects the outcome of the labour costs inquiry which has been updated by indices — the original offer of 4 per cent was increased to 7 per cent because of the Boots index link.

The second element is a "massive" £28m to compensate for the likely underpayment resulting from a fall in script volume and net ingredient cost when the limited list is introduced (April 1, 1985 to March 31, 1986).

PSNC calculates NIC is likely to level out at 372.4p (369p in 1984). (The statement of accounts no longer covers a calendar year and from now on will start on April 1, running to March 31 of the following year: hence the present "year" will run for 15 months to March 31, 1985 to allow for this switch). Script volume estimates for '85-'86 show an increase to 352.5m (346m in 1984). PSNC believes the limited list will tend to cause a levelling off of both NIC and script volume.

The basic fee will go up 8p to 55p per prescription with effect from April 1 to reflect the true "sums due" for 1985-86. The extra special fee of 5p per prescription will be paid for the next fiscal year only, making a total fee of 60p for April 1, '85 to March 31, '86, and represents the accrued underpayment to March of this year.

The reduction in on-cost and increase in fee and BPA take account of Local Pharmaceutical Committees' conference resolution. The graduated scale will be reduced 0.5 per cent overall: the "fine tuning" is still being negotiated, PSNC says.

The proprietor's notional salary for the period to March 31, this year, is still under negotiation. PSNC says it will be referred

to the review panel if it is not resolved to their satisfaction.

Urgent fees, oxygen fees, rota fees (to £5.75 per hour on weekdays, £13.50 otherwise from April) and the pre-registration grant (£2,100 pa from June 1), have all gone up by 5 per cent. Special fees have gone up by 20 per cent, including those for extemporaneous dispensing, for supplying various appliances, dressings and bulk prescriptions and for dispensing a CD or making various dilutions of liquid preparations supplied in more than one container.

The payment to essential small pharmacies has only gone up by 4 per cent — the Government norm — to £398,000 for 1985. PSNC says this is quite adequate and means the value of the scheme has again fallen in real terms. If essential pharmacies are to be kept open, PSNC believes the scheme will need to be revamped in the new contract.

Dead stock: how to cut losses from list

The Pharmaceutical Services Negotiating Committee is advising pharmacist contractors to order smaller quantities of blacklist medicines when the list is announced and endorse scripts accordingly, and to claim for broken bulk when dispensing them just prior to April 1.

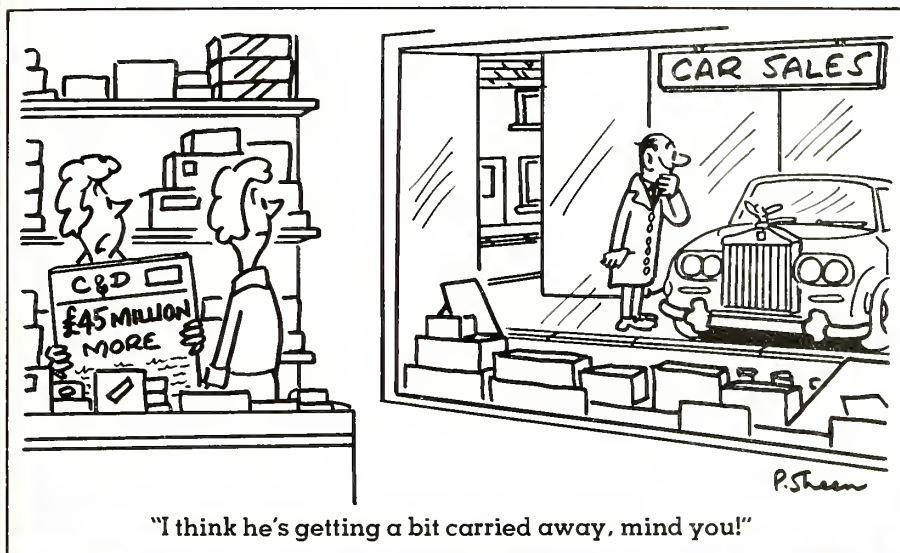
Although Secretary for Social Services Norman Fowler said last week he would take account of pharmacists' dead stock problem when he makes his final statement on the list, PSNC believes this action could help reduce contractors' losses.

PSNC is to produce a showcard for display in pharmacies after April 1, explaining possible changes in prescribing resulting from the limited list. The Government has promised to produce leaflets that can be handed out to patients who have presented a script for a blacklisted drug, setting out what they can do to get other medication.

Statement of account to 31/3/85		£
Accrued underpayment at 31/3/85	16,821,599	
Underpayment 1985-86	28,246,207	
Accrued underpayment at 31/3/85	45,067,806	
Oxygen therapy service adjustment (includes pure profit feed through)	-13,745	
Total accrued underpayment	45,054,061	

Balance sheet for chemist contractors in England and Wales — 1985-86 forecast

Amount due		Amount paid	
p/script	£	p/script	£
Labour costs	64.45 227,160,218	Professional fees	47.63 167,881,462
Urgent out of hours call fees	478,406	Essential small pharmacy payment	398,000
Uncollected charges	44,459	Oxygen fees	6,328,600
Proprietors' out of hours oxygen	843,634	Pre-registration trainee grant	1,167,000
Sub-total	228,526,717	Sub-total	175,775,062
Overhead costs	23.07 81,305,084	Oncost	148,323,604
Motoring	910,564	Rota payments	2,862,255
Drug security cabinets	112,272	Basic practice allowance	22,992,200
Prescription pricing errors	643,288	Total paid	349,060,121
Essential small pharmacy scheme	398,000	Underpayment in year	28,246,207
Interest cost	9.52 33,546,332		
Pure profit	31,864,071		
Total	377,306,328		377,306,328



"I think he's getting a bit carried away, mind you!"

A 'cold cure', say the media

Vitalia's new zinc preparation (C&D, February 9, p272), has been put forward as a possible cure for the common cold. Last week it received extensive Press, television and radio coverage, described by the company as "fantastic".

The *Daily Mail*, under the headline "A toddler finds 'cure for colds'", reported claims that a leukaemia victim's sniffles and sore throat vanished an hour after sucking a zinc lozenge which should have been swallowed as part of her treatment.

Vitalia are said to cite a trial at the University of Texas which showed that a course of zinc tablets, slowly dissolved in the mouth, could shorten the average cold by about a week. A company spokesman is

reported as saying the tablets could overcome a cold in a few hours if taken early enough.

The *Daily Express's* headline is: "Suck a zinc pill and 'cure a cold in hours'." Again it mentions the Texas trial and quotes a company spokesman: "The theory is that when the membrane of the mouth and throat become coated with zinc ions, it inhibits multiplication of cold viruses."

London's LBC Radio spoke with their regular contributor, Dr Mike Smith, who claimed the company was saying "quite firmly" that zinc could cut short the length of a cold rather than reduce the rate at which the virus multiplies.

Dr Smith thought taking zinc worth a try, but he would not suggest it as a dramatic cure. The preparation received his "cautious approval".

It was also mentioned on TV-am, Capital Radio and in the *Daily Telegraph*.

had not "prescribed" diamorphine linctus since he became aware of its dangers 15 years ago. PSNC says the report is misleading. Mr James believes he did not imply that he was other than a pharmacist who occasionally supplied such Controlled Drugs.

The Committee says the tenor of the story — which describes how the Government had "earmarked diamorphine linctus for general prescription" on the limited list — was "sensational".

■ Guidelines on precautions to minimise the risk of occupational infection from clinical specimens which are hepatitis B positive have been published by the Health and Safety Commission (HMSO).

ITV spotlights the list

The limited list scheme had a public airing this week when ITV's *World in Action* considered the subject.

The programme highlighted savings that could be made by substituting generic medicines: prescribing the generic equivalent of Valium could save £2.7m a year, Inderal £2.8m, Mogadon £3.4m, Lasix £6.4m, etc.

Pharmacist Mr Jerry Shulman told the programme that prescribing branded drugs was often force of habit.

Dr Griffin, director of the Association of the British Pharmaceutical Industry, said companies charge high prices for branded drugs to reap the reward of expensive research needed to market the drug.

Dr Andrew Herxheimer, editor of the *Consumers' Association's Drugs and Therapeutics Bulletin*, likened the plethora of similar drug products — particularly in the more popular therapeutic areas — to the range of soap brands on sale: "They all get you clean, they smell a bit different and look a bit different — so what".

The ABPI's advertising campaign against the list had so far cost £800,000, said Dr Griffin.

□ The PSNC and ABPI expect the "white list" of products, prescribable after April 1, to be published within a few days.

□ Health Minister Kenneth Clarke is considering mechanisms to allow doctors to prescribe products outside the limited list if convinced their supply is imperative to the patient, he told the Commons last week. He had been asked by Tory MP Michael Morris whether, in the light of representations, he would consider a system similar to that applying for hospital formularies.

Worling warning

Vetric managing director Peter Worling has warned the limited list could mean a reduction in discounts offered by the major wholesalers.

"It is quite likely the list will reduce the overall market for pharmaceuticals, and this is unfortunate at a time when wholesalers are competing very strenuously for their market share" he says in *Vetric Voice*, the company newsletter.

"This can only serve to further reduce the profitability in the industry, and may lead to some changes in the discount schemes currently being offered".

PSNC complains to Press Council

The Pharmaceutical Services Negotiating Committee is to complain to the Press Council over an article that appeared in *The Mail* on Sunday in January.

The story was headlined "Heroin danger in a cough mixture" with a 100ml bottle of Boots codeine linctus pictured alongside it. PSNC say the juxtaposition was misleading and could have led the public to think codeine linctus contained heroin.

Pharmacist Miall James, who works at an Essex hospital, was quoted as saying he

Chemist & Druggist 23 February 1985

This
man
is no
longer
troubled
by
period
pains.



That's because his customers aren't. Although many women were suffering with period pains, it was surprising how few would consider taking anything for them.

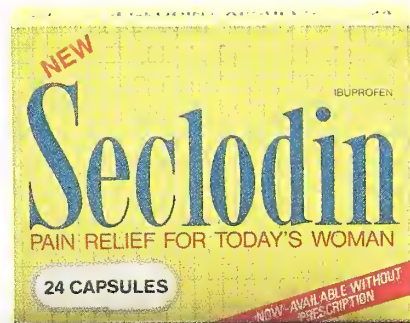
But now all that is changing, because at International Chemical Company, we've developed 'Secloclin'.

Secloclin contains Ibuprofen (200mg) which, as you know, is probably the most effective remedy for this particular problem. But, unlike other Ibuprofen-based pain relievers, Secloclin comes in easy to take capsules.

Furthermore, it is the only one to be specifically positioned to combat period pain quickly and effectively. Which is why it'll be in demand.

We'll be telling your customers all about it with a series of colour ads in women's magazines. We'll also be running an extensive PR campaign, so you'd be wise to stock up now.

Secloclin is available with a special trade bonus from your ICC representative.



Pain relief for today's woman.

DHSS explains PL(PI) delay

Parallel import product licences are being delayed because the Department of Health is awaiting correspondence from licensing authorities overseas.

"We have to satisfy ourselves that the product the licences being applied for, is licenced in another country," a DHSS spokesman told *C&D*.

He said two-thirds of the applications

still to be dealt with were being delayed in this way.

The number of applications had also been a problem, coming as it did on top of the ordinary work of the licensing authorities.

Over 1,650 applications for PL(PI)s have been received of which ten have so far been granted. The DHSS has "completed action" on a further 231, including withdrawn applications, those inadmissible under the scheme and those refused.

The Department was unable to give an exact figure of the number of refusals.

Three rurality appeals lost

The Rural Dispensing Committee recently turned down appeals by pharmacists on rurality in three areas.

In Trawsfynydd and Llanffestiniog in Gwynedd, the RDC upheld decisions that both areas were rural.

In Aylesford Kent, the RDC upheld a decision that an area to the north of the River Medway was rural, rejecting an appeal by Kent Local Pharmaceutical Committee.

However, the area to the south of the Medway has been declared urban despite a counter appeal from Kent Local Medical

Committee. At present, the dispensing doctors serve 3-4,000 patients. The area is almost equidistant from the towns of Larkfield and Allington, each of which has a pharmacy.

The dispensing doctors affected by the decision have been given 12 months to stop dispensing under the gradualisation clause of the Clothier agreement. That would be reduced to six months if a pharmacy opened in the vicinity.

An RDC spokesman said the length of time given to doctors to wind up their dispensing businesses depended very much on individual circumstances. Twelve months is a comparatively long time, decided on partly because there was no pharmacy in the area at present. Six months was a more normal "winding up" allowance, the spokesman said.

Scottish Exec silent on list

The Scottish Executive of the Pharmaceutical Society has decided not to make representations to Health Minister Kenneth Clarke over the limited list.

At the Executive's January meeting, the secretary of the Pharmaceutical General Council (Scotland) confirmed that the Council, unlike the Society, did not object in principle to the Health Minister's proposals for a limited list of NHS medicines. In these circumstances, the secretaries had agreed there would be little point in joint representations to the Minister at this stage.

Scottish Drug Testing Scheme: A part-time sampling officer has been appointed to operate in the Lanarkshire and Ayrshire Health Board areas on an average of two days per week until March 31, to meet some of the arrears in sampling which had accumulated over the past two years.

Part-time pharmacists: A new part-time

pharmacy has opened in Dunbartonshire. An existing full-time pharmacy operated by the same proprietor would now operate on a part-time basis, allowing control of two sets of premises by the same pharmacist.

Amendment to NHS (Scotland) Act 1978: The Executive accepted the necessity for further enabling powers under the National Health Service (Scotland) Act 1978 but was apprehensive in case lest such an extension of the powers would open the way to imposition of "Clothier" type regulations in Scotland.

Fife "stop smoking" campaign: Despite considerable efforts of the area pharmaceutical committee, and the cooperation with the health education officer for Fife Health Board, the proportion of pharmacists participating was small. Many pharmacists had said that their non-involvement was due to lack of financial remuneration.

General meeting 1985: It was recommended that Mr Desmond F. Lewis, Secretary and Registrar of the Society, be invited to speak at the June meeting on the topic of his choice.

RPA warns Health Minister

The Rural Pharmacists Association has told the Health Minister about some of the pitfalls of allowing dispensing doctors to sell medicines and asks for stricter controls.

The RPA plans to publish evidence that rural pharmacies in areas of population under 3,000 patients would be under threat if dispensing doctors could sell medicines. It would also inconvenience patients, RPA secretary Mr Davies claims in the letter to Mr Clarke.

Patients would still have to travel miles to surgeries because doctors do not run delivery services: many pharmacists do. And Mr Davies claims that patients frequently have to wait 48 to 72 hours for an appointment with the doctor. Often, they have to report to the surgery for repeat prescriptions, returning 24 hours later for the medicine itself.

Mr Davies also questions the regulation system applied to dispensing doctors. He asks if there is any supervision of medicine supplies and suggests there ought to be inspectorate for proper control.

Mr Davies comments on the HD scheme applied to pharmacies, reminding the Minister that no such control exists for doctors: "The doctor is able to prescribe according to the profits he makes on his dispensing." A similar scheme for GPs should be set up Mr Davies maintains.

Chain reaction

The National Co-operative Society has taken over the 33-pharmacy chain of the London Co-operative Society.

The National Society now has 152 pharmacies, confirming it as the largest chain in the country after Boots, some sixty more than Kingswood Chemists (94) and R. Gordon Drummond (92).

Spending splits

In 1983 the health service spent about £14.2m on expectorants and cough suppressants, £23.9m on hypnotics, £23m on sedatives and tranquillisers, £118.5m on NSAIDs and £1.5m on plasters.

Health Minister Kenneth Clarke said in a Commons reply last week that the figures were based on estimates from a one-in-200 sample of prescriptions dispensed by chemists in England.

Call for retail-dispensing split

Physical separation of the professional and non-professional services within pharmacies in Eire would do much to enhance the profession's standing with the public and the Government.

Mr A.J. Quirke, FPSI, writing in the *Irish Pharmacy Journal* this month, suggests that pharmacy's professional image has been diluted by its commercial interests and that the time has come to be recognised as professionals.

In a survey of 50 Irish pharmacies, some 58 per cent were found to be totally for physical separation with a further 14 per cent "for, with reservations". Only 18 per cent were against.

Of the businesses surveyed, 32 per cent were too small to divide.

Mr Quirke acknowledges that his

sample is small and urges the Pharmaceutical Society of Ireland to do a more detailed survey. He says that separation would make it easier for negotiators to obtain increased fees and for the government to accept the concept of geographic distribution. Separation would ensure that pharmacies were controlled only by pharmacists. Pensions and locum fees could be negotiated with the Department of Health if it could be shown that the bulk of pharmacists' income was from medicines.

Despite obvious drawbacks — not least lost income from impulse sales while patients wait for prescriptions — Mr Quirke is convinced of the viability of separation and cites other European countries where "pure" pharmacy is practised.

■ In November, chemists and appliance suppliers in Northern Ireland dispensed 1,194,533 prescriptions (740,111 forms) at a gross cost of £5,637,313.67 and an average cost of £4.72.

Lincs LPC to block Clothier?

If the Government allows dispensing doctors to sell medicines, Lincolnshire LPC will move to stop the Clothier agreement working.

The Committee has told Secretary for Social Services Norman Fowler, that if pharmacy is "betrayed" in this way, it will call for the Pharmaceutical Services Negotiating Committee to stop co-operating with the DHSS. LPC representatives should withdraw from Family Practitioner Committees and their dispensing subcommittees, the LPC says. Pharmacist members of the Rural Dispensing Committee should step down as well.

□ Health Minister Kenneth Clarke says products no longer prescribable on the NHS will be excluded from DHSS price control after April 1.

VITAMINS do YOU NEED THEM?



Although a balanced diet should contain all the vitamins and minerals we need, most people do not eat such a diet. Our present lifestyle is such that we often eat fast foods, takeaways, and processed foods — and these cannot provide the vitamins and minerals in sufficient quantities. But it is not always possible to eat fresh fruit and vegetables, as these lose their vitamin content on storage and with faulty handling. As a result, several food intake studies indicate that many people in western industrialised countries have a deficiency of vitamins and minerals. The vitamin supplements considered to be of most benefit generally are B₁, B₆, B₁₂, nicotinic acid, and C. Lack of any one can cause a deficiency illness. Vitamins are divided into two main groups: those soluble in water (vitamins B and C) and those which dissolve in fat (for example vitamins A and D). Vitamins that we need the most are B₁, B₆, B₁₂, nicotinic acid, and C. So these vitamins must be replenished on a regular basis — best achieved by eating a properly prepared and well-balanced diet of fresh fruit and vegetables, dairy products, cereals, pulses, meat and fish. When this is not possible, taking vitamin preparations is an effective alternative.

The foods we eat contain substantially different amounts of vitamins. Some are often severely deficient in their food intake. Others at risk include heavy drinkers, smokers, and those who eat a lot of takeaways, cakes, sweets and sugary foods. People living alone and the elderly in particular often do not bother to cook varied meals. This means they are high consumers of processed foods, which may lack the vitamins they need.

True or false? Tick the appropriate box for each of these statements.

1. ☐ True ☐ False
At least one of the following is true:
a) I eat at least 5 portions of fruit and vegetables a day.
b) I eat at least 2 portions of fish a week.
c) I eat at least 2 portions of meat a week.
d) I eat at least 2 portions of dairy products a day.
e) I eat at least 2 portions of cereals a day.

2. ☐ True ☐ False
When I eat, I eat the following:
a) I eat at least 2 portions of fruit and vegetables a day.
b) I eat at least 2 portions of fish a week.
c) I eat at least 2 portions of meat a week.
d) I eat at least 2 portions of dairy products a day.
e) I eat at least 2 portions of cereals a day.

3. ☐ True ☐ False
The following groups particularly require vitamin supplements:
a) Regular drinkers
b) Smokers
c) Women using the Pill
d) Women during pregnancy
e) People who take a laxative, food and caffeine pills, or other drugs.

4. ☐ True ☐ False
I eat at least 5 portions of fruit and vegetables a day.

5. ☐ True ☐ False
I eat at least 2 portions of fish a week.

6. ☐ True ☐ False
I eat at least 2 portions of meat a week.

7. ☐ True ☐ False
I eat at least 2 portions of dairy products a day.

8. ☐ True ☐ False
I eat at least 2 portions of cereals a day.

9. ☐ True ☐ False
I eat at least 2 portions of fruit and vegetables a day.

10. ☐ True ☐ False
I eat at least 2 portions of fish a week.

11. ☐ True ☐ False
I eat at least 2 portions of meat a week.

12. ☐ True ☐ False
I eat at least 2 portions of dairy products a day.

13. ☐ True ☐ False
I eat at least 2 portions of cereals a day.

14. ☐ True ☐ False
I eat at least 2 portions of fruit and vegetables a day.

15. ☐ True ☐ False
I eat at least 2 portions of fish a week.

16. ☐ True ☐ False
I eat at least 2 portions of meat a week.

17. ☐ True ☐ False
I eat at least 2 portions of dairy products a day.

18. ☐ True ☐ False
I eat at least 2 portions of cereals a day.

19. ☐ True ☐ False
I eat at least 2 portions of fruit and vegetables a day.

20. ☐ True ☐ False
I eat at least 2 portions of fish a week.

21. ☐ True ☐ False
I eat at least 2 portions of meat a week.

22. ☐ True ☐ False
I eat at least 2 portions of dairy products a day.

23. ☐ True ☐ False
I eat at least 2 portions of cereals a day.

24. ☐ True ☐ False
I eat at least 2 portions of fruit and vegetables a day.

25. ☐ True ☐ False
I eat at least 2 portions of fish a week.

26. ☐ True ☐ False
I eat at least 2 portions of meat a week.

27. ☐ True ☐ False
I eat at least 2 portions of dairy products a day.

28. ☐ True ☐ False
I eat at least 2 portions of cereals a day.

29. ☐ True ☐ False
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30. ☐ True ☐ False
I eat at least 2 portions of fish a week.

31. ☐ True ☐ False
I eat at least 2 portions of meat a week.

32. ☐ True ☐ False
I eat at least 2 portions of dairy products a day.

33. ☐ True ☐ False
I eat at least 2 portions of cereals a day.

34. ☐ True ☐ False
I eat at least 2 portions of fruit and vegetables a day.

35. ☐ True ☐ False
I eat at least 2 portions of fish a week.

36. ☐ True ☐ False
I eat at least 2 portions of meat a week.

37. ☐ True ☐ False
I eat at least 2 portions of dairy products a day.

38. ☐ True ☐ False
I eat at least 2 portions of cereals a day.

39. ☐ True ☐ False
I eat at least 2 portions of fruit and vegetables a day.

40. ☐ True ☐ False
I eat at least 2 portions of fish a week.

41. ☐ True ☐ False
I eat at least 2 portions of meat a week.

42. ☐ True ☐ False
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I eat at least 2 portions of meat a week.

57. ☐ True ☐ False
I eat at least 2 portions of dairy products a day.

58. ☐ True ☐ False
I eat at least 2 portions of cereals a day.

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I eat at least 2 portions of fruit and vegetables a day.

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I eat at least 2 portions of fish a week.

Answers:

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100. ☐ True ☐ False

Save 50p on 100 tablets of Vitamin B Complex plus Vitamin C
POST PAID with
WOMAN'S OWN AND Chatfield Laboratories
Send this coupon by FREEPOST to the address below, enclosing a cheque or postal order for £1 made payable to Chatfield Labs., to receive your Woman's Own special Vitamin B complex offer. (Offer available until March 5, 1985)

NAME (BLOCK LETTERS PLEASE) ADDRESS
CUT ALONG DOTTED LINE

I enclose cheque/postal order no.
Send (with remittance) to CHATFIELD LABORATORIES (Woman's Own Offer), FREEPOST, LONDON SW5 9BR. Please allow 28 days for delivery

MILLIONS of WOMAN'S OWN readers will see our Introductory Offer for LINUS VITAMIN B complex plus C tablets

● So stand by for FOLLOW-UP OTC ORDERS!

LINUS: an exclusive Pharmacy Only range of HEALTH PRODUCTS

● Contact Chatfield Laboratories FREEPOST SW5 9BR for further information or telephone 370-4664

Premises up

The number of pharmacies on the Pharmaceutical Society's Register of Premises rose by nine to 11,115 in January.

The rise contrasts with the net losses usually experienced after Christmas.

England (excluding London) gained six with 27 additions and 21 deletions. Scotland lost one overall with five additions and six deletions. Wales had one addition and London five additions and two deletions.

CD licence fees increase

Fees for licences issued under the Misuse of Drugs Act are to increase by about 14 per cent from April 1.

The manufacturer's licence for supply, production and possession of the Controlled Drug will go up from £252 to £288 per drug per year; the licence to produce preparations from the basic drug will increase from £168 to £192 per drug per year; the licence for production and possession for research, and the wholesaler's licence will increase from £84 to £96; and the fee for a licence for possession of a CD will go up from £42 to £48.

The changes are made under the Misuse of Drugs (Licence Fees) (Amendment) Regulations 1985 (SI 1985 No 138, HMSO £0.35).

3,300 apply for pharmacy

By December 15 1984, the normal closing date for university applications, some 3,300 applications had been made to study pharmacy.

That compares with 9,400 applications each for medicine and law.

The figures, just released by the Universities Central Council on Admissions, are rounded to the nearest 100. Applications are allocated to the course placed highest by each candidate.

In all 161,391 university applications had been received by December 15, 1984 — a 0.4 per cent increase on 1983. There were 148,175 applications from UK students. Late applications usually constitute less than 10 per cent of the final total of applications, say UCCA.

Chemist & Druggist 23 February 1985

The list again

"If a public assurance, from PSNC and other chemists' organisations, that opposition will be dropped within the next two weeks is not forthcoming, then the Dispensing Doctors Association will mount a publicity campaign to inform country patients and others of the difficulties they may face." Of course, Guv, anything you say, Guv.

Actually, I've a lot of sympathy with the rural patient, miles from anywhere, whose medicine cabinet is fresh out of Benylin — when that is just what the doctor ordered. I also agree we can't argue in favour of the townies' rights to the medicines their doctor thinks best and deny those rights to the country-dweller. In fact, I go so far as to say that there should be pharmacies in the country as well as in the towns ... but that is another battle, and one which we seem to have lost for the moment.

So why do I support what the Society's Bruce Rhodes had to say (*C&D* last week)? It's because I know, from personal experience as well as from what I've read in the pharmaceutical Press, that vast numbers of rural patients don't live "miles from anywhere". Even more to the point, their doctors certainly don't! And if the patient had to come past a pharmacy to get to the doctor, what's wrong with them buying at the pharmacy like the townies? Like I say, I'm all for equality.

Deaf banks

I don't know about you, but I have never been more dissatisfied with the kind of service being given to me by my bank than I am at this moment.

In the first place, it would open on Saturday from 10am till 1pm (perhaps I should change to one that now does, but why should I have to?). In the second, since I thought my account was with that particular branch, and its manager, I would expect to be able to ask for, and obtain, up to date information about whether a cheque had been presented, or the current state of account. Or even a photocopy? Not a chance. The girl at the end of the 'phone had the gall to tell me, (after twenty years with them) that she didn't know me, but could not get anyone in authority to telephone me at work with the information I needed, which had to do with a disputed account payment.

My roar as I told her to get off her fat donkey (ass, to you) could have been heard by her without the telephone, I was so mad. Even a copy of a statement asked for by my accountant took three days to

Dr Roberts, of the doctors' association, wants only to sell patients the products he would normally prescribe. But how will he operate his system? Will he personally count out the Librium and take the money? Or will he pass out a "prescription" to be handled by his "dispenser"? Just a couple more questions: what will happen if the patient asks for a bottle of Benylin while waiting for the Librium, and who will supervise the sale if it's made? Oh, and (a supplementary please) who will counsel the patient about any medicines they buy?

The law makes very serious demands upon the pharmacist when he sells or dispenses a medicine, and rightly so. The Society upholds the law to such an extent that we may lose our right to practice if we fail in our duties. Will doctors be required, or be able, to exercise the same responsibility?

But let me be generous. I suggest that, to demonstrate they regard medicines with the same respect as we do (and to prove they're not in it for the money), dispensing doctors should accept for this purpose a modified rule — they may make sales, exercising proper control, when both patient and surgery are more than a mile (or in these motorised times, three or five miles) from a pharmacy.

I would regard that as a concession. But if we are forced to do battle again, then I'll do my bit in any publicity campaign to "inform country patients and others" of the difficulties they experience when there is no pharmacy to serve them!

arrive from head office and cost me £1.75, though I was substantially in credit.

Does anyone know of a nice, old fashioned bank, which uses ledgers, and enters cheques, calls you "sir", and, actually knowing you personally, allows you to haggle over terms of loans and matters financial. And which helps you, as a valued customer, to get at those cheque bouncing swindlers who know perfectly well the banks will protect them.

If I had a customer who cheated like this I would want shot of him and would gladly give his address to a bona fide victim customer ... or the police.

Graham Walker raised a nice point last year, (*C&D*, June 28, p194), in drawing attention to this business of cards and fraud. The banks' standard answer that they have a common law obligation to keep details of their customers' accounts secret is invalid, in my view, since it is not the state of the customer's account which is being asked for, being already known, but his address. In taking this pedantic stance I believe they could be charged with obstructing the course of justice. I am surprised this has not been done where a deceit has been proven.



Sport action from Elastoplast

An Elastoplast sport action pack available from March 1, contains dressings needed to deal with sports injuries such as blisters, grazes and sprains. It aims to improve the provision of medical supplies for all amateur sportsmen, at a realistic price.

The strong, pliable plastic drum (£4.99) contains Paragon zinc oxide strapping, Elastoplast Anchor dressings, Elastoplast antiseptic wipes, Cushioncare wound dressings, a crepe bandage and a medium lint dressing.

It complements the Elastoplast Sport team case that has been available since last September on mail order. This case, designed as a comprehensive first aid kit for clubs, teams and schools, is now available for pharmacy sale (£28.75). Made in strong, showerproof polypropylene, it is lockable with a wall-mounting bracket and contains a selection of bandages, dressings and tapes, plus Elastoplast antiseptic liquid, cream and wipes.

Both cases can be restocked easily with standard Smith & Nephew products sold in pharmacies.

Advertising in specialist sports publications runs from March to June, backed by a promotional programme which aims to educate sportsmen on the treatment of injuries as well as increasing awareness of the product. The programme includes a sport safety and injury video produced in conjunction with the National Coaching Foundation and available to all 123 governing bodies of sport in the UK. *Smith & Nephew Ltd, PO Box 81, Hessle Road, Hull HU3 2BN.*

Marigold offer

LRC Products are offering two pairs of medium sized Marigold lightweight housegloves at a special value for money price. Display outers containing six twin packs will carry details of the offer. *LRC Products Ltd, North Circular Road, London E4 8QA.*

Lifestyles from the heart

Warner Lambert are to mount a big advertising campaign for their Lifestyles sheath in the next few months.

Last week a single 30 by 6ft poster of 15 "3D" hearts for Valentines Day, carried the message: "Lifestyles. The male contraceptive women prefer", to passers-by in Cromwell Road, London. *Warner Lambert Health Care, Southampton Road, Eastleigh, Hants.*

Ni-cad in line

Ever Ready have redesigned their Ni-cad rechargeable batteries to bring them into line with the rest of the range.

They retain their white background, marking them out from the more colourful disposable range, and carry three bands of the company's red livery. *Every Ready Ltd, Berec House, 1255 High Road, Whetstone, London N20 0EJ.*

Eylure polish remover

The Eylure nail range now includes a nail polish corrector wand (£1.49).

A plastic wand filled with nail polish remover, it provides accurate removal of the smears and runs of excess nail polish without ruining the whole manicure in the process say Eylure. It is blister-packed on a hanging card with three replacement applicator tips.

The corrector will be merchandised on the Eylure eight-hook counter rack/display, along with the other seven nail care products in the range.

Eylure are running special offers on

nail polish remover pads and glossy glaze (£1.25 a pair) and nail wrap and ridge filler base coat (£2.25 a pair).

Normally priced at £1.49 each the blister-packed items are stapled together for display in a 12-unit merchandiser. *Eylure Ltd, Grange Industrial Estate, Llanfrechfa Way, Cwmbran, Gwent.*

Clairol's Glints see red

Clairol are adding a new shade to their Glints range of hair colourants, supported by a national consumer promotion.

Scorcher available in March, is described by the company as being "a vibrant golden red shade suitable for enhancing dark blonde to light brown hair". Clairol say that "brilliant red shades represent 70 per cent of Glints sales with blonde taking second place".

A Glints competition will feature in leaflets and the women's Press.

Glints purchasers have to match six shade names to six of the ten heads provided and complete a tie breaker. The first 100 correct entries will win a Sony Walkman. *Bristol-Myers Co Ltd, Stamford House, Station Road, Langley, Bucks.*

Lite colours

New pack designs for Lite Legs support tights will help customers more easily identify the various hosiery types in the range, say Scholl.

A model is set against a different background colour for each product category: a grey background identifies gentle support tights, red is used for the firm and blue for the maternity version.

The packs will appeal to women younger than the usual support hose wearer, say *Scholl (UK) Ltd, 182 St John Street, London.*

ON TV NEXT WEEK

G Grampian	U Ulster	STV Scotland
B Border	G Granada	(Central)
C Central	A Anglia	Y Yorkshire
CTV Channel Islands	TSW South West	HTV Wales & West
LWT London Weekend	TTV Thames Television	TVS South
C4 Channel 4	Bt TV-am	IT Tyne Tees

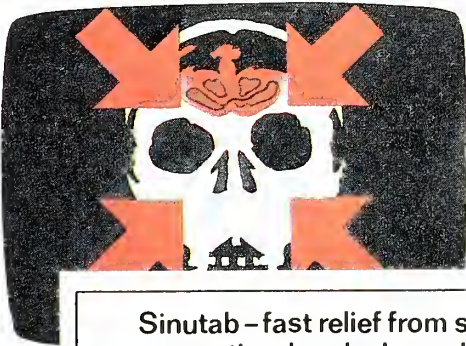
Apri:	All areas
Askit powders:	TVS
Aspro Clear:	All areas
Baby Fresh:	All areas
Canderal:	All areas
Comtrex:	All areas
Dixcel toilet and facial tissues:	All areas
Duracell:	All areas
Ever Ready batteries:	All areas
Farleys Rusks:	Bt
Japp's health salts:	TVS
Johnson & Johnson baby shampoo:	All areas
Karvol nasal decongestant:	All areas
Lotussin:	Y, C, TTV, Bt
Migalift:	Y
Mucron:	Y, TVS, TTV, C4
Nicholas-Kiwi Odor Eaters:	A
Oz kettle de-scaler and bath cleaner:	C, TTV
Scholl Lite Legs support tights:	STV, Y, TT
Scholl thermal-in-soles	All areas
Sinutab:	All areas
Strepsils:	All areas
Super Poligrip:	All except STV
Vaseline petroleum jelly:	Bt
Vita-Fiber:	All areas
Wella Colour Confidence:	All areas

The Sinutab message which brings relief to so many.

This is an X-ray of a sinus sufferer.



Sinutab clears the congestion and relieves the pain quickly.



Sinutab – fast relief from sinus congestion, headache and pain.



Sinutab*

Clears nasal & sinus congestion
Relieves headache & pain

CONTAINS PARACETAMOL

PLUS A DECONGESTANT



WARNER
LAMBERT
HEALTH CARE

Sinus congestion, headache and pain is a condition more people now understand through Sinutab's advertising. With many thousands of sufferers finding relief from double action Sinutab.

The buoyant sales of Sinutab prove how well the product provides the relief that people need.

Research has shown that as many as 20% of Sinutab purchases* were made by people who previously did not self-medicate for this condition, representing genuine new business for the Pharmacy.

Many more will receive the message this winter with over £1m TV campaign from early November right through to end-March, allowing even more of your customers to gain relief with Sinutab.

**WARNER
LAMBERT**
HEALTH CARE

the name people feel better with

Mitchell House, Southampton Road, Eastleigh, Hants SO5 5RY

*Independent research.
Further information is available on request.
Sinutab is a trade mark. R84063

Composition: Each tablet contains: Paracetamol Ph. Eur. 500 mg; Phenylpropanolamine hydrochloride B.P. 12.5 mg. Indications: For the relief of nasal and sinus congestion and associated headache. Also indicated for the relief of sinus pain, fever and congestive symptoms associated with the common cold, influenza and hay-fever. Dosage: Adults: Two tablets three times daily. Do not exceed six tablets in any twenty-four hour period. Elderly (over 65 years): As for adults. Children: Not recommended for children under fifteen years of age. Contra-indications, warnings, etc: Hypersensitivity to any of the constituents. Should not be used during treatment with MAOI's or for two weeks after completion of therapy. Not to be used during pregnancy. Use only with great caution in patients with hyperthyroidism, hypertension, cardiovascular dysfunction, diabetes mellitus and impaired liver and kidney function. Paracetamol can cause skin eruptions and haematological reactions have been reported very occasionally. Product licence no: 0019/0071. Cost: 75's x 12 List Price ex. VAT £8.19. 30's x 6 List Price ex. VAT £6.74.



Counter pack for Triludan

Merrell Dow are introducing a 10 tablet pack of Triludan following a heavy demand from pharmacists last summer for a smaller size to counterprescribe. The new carton (£1.78) will be available from wholesalers in early March.

Unlike conventional antihistamines, terfenadine does not cross the blood/brain barrier at therapeutic levels and so affects only the peripheral H_1 receptors. It has no central nervous effects and does not impair performance. There is no need for the pack to carry warnings about the risk of drowsiness.

Since the product was launched in February 1982, initially as a POM, no serious adverse reactions have been reported. There are no anticholinergic,

antiserotonin nor local anaesthetic properties and Triludan does not potentiate action of alcohol or diazepam.

By September 1984, Triludan had taken the major share of the hay fever prescription market, says the company. It will again be promoted heavily to doctors in general practice and the appropriate hospital departments, so a continued growth of prescription demand is anticipated.

Community pharmacists will receive an information package by post, containing full details of the product, followed by visits of Merrell Dow representatives who will be offering a launch bonus. An acrylic counter display unit holding 24 packs will be available. At the start of the hay fever season, a training booklet will be available for pharmacy staff to aid correct selection of patient types for Triludan treatment. *Merrell Dow Pharmaceuticals Ltd, Meadowbank, Bath Road, Hounslow, Middlesex TW5 9QY.*

Atrixio revamp goes for youth

Atrixio lotion has been repackaged for 1985. Smith & Nephew say the aim is to appeal to the younger lotion user, with the prime target market being the 18-to-30 age range.

The new lemon yellow pack has an "easy-dispensing" cap and a fern motif. S&N say its unique shape will give it shelf appeal, and reflects a more modern image.

Atrixio lotion will be fully supported below the line throughout the year, and should benefit from the television support for Atrixio Cream running until the second week of March, says the company.

The 100ml size of Atrixio cream is to feature a banded pack of free Californian Sundew Poppy seeds manufactured by Thompson and Morgan as an on-pack offer from the end of February.

The consumer will also be able to send off for a Thompson & Morgan catalogue, with a 20p off first order voucher included. *Smith & Nephew Ltd, Consumer Products, PO Box 81, Hesse Road, Hull HU3 2BN.*



Ibuprofen for period pains

Seclodin, an OTC brand of ibuprofen intended specifically for the treatment of dysmenorrhea, is being introduced by International Chemical Co Ltd.

It is the first OTC capsule formulation of ibuprofen and each pink/white capsule contains 200mg, says the company. The recommended dosage is two at the onset of pain then one or two every four hours to a

Once upon a time in Numark

Numark are offering £5,000 worth of prizes in their Nusoft nursery rhymes consumer competition which runs throughout March and April.

The first prize will be £2,000 in cash and there will be 300 runner-up prizes of £10 shopping vouchers, redeemable at any Numark chemist. The consumer has to match six nursery rhymes with the Nusoft baby product on which that particular nursery rhyme appears, complete the tiebreaker "I buy Nusoft baby products from my Numark chemist because..." in no more than 15 words, and send the entry form with a Nusoft label from any product to *Independent Chemists Marketing Ltd, 51 Boreham Road, Warminster, Wilts BA12 9JU.*

Potter's bare

Potter's have added a trial size (30 tabs £1.62) to their Barefoot brand of Feverfew tablets to join the existing 90-tablets size (£3.97). The trial size comes in outers of ten at a trade price of £9.40. *Potter's (Herbal Supplies) Ltd, Leyland Mill Lane, Wigan, Lancs WN1 2SB.*

maximum of six in any 24 hours.

The rationale behind ibuprofen's use in dysmenorrhea is that it inhibits the production of excessive amounts of prostaglandins, believed to trigger the uterine contractions that cause pain during menstruation.

Clinical trial has shown the drug is significantly more effective in the treatment of dysmenorrhea than other analgesics such as aspirin.

Seclodin is blister-packed in strips of 12 (£0.70) and 24 (£1.30) and a display unit holds 12 of each pack size. Details of bonuses are available from ICC representatives.

Full page colour advertising starts in April and runs through to September in *Cosmopolitan*, *19*, *Look Now*, *Options*, *Honey*, *Woman's Journal*, *Company* and *She*.

The marketing spend of £500,000 also includes trade support and a programme of public relations activities in the Press and on local radio. A patient advice leaflet on period pain will be available for use in the pharmacy.

The product is being sold in to pharmacies now for shipping out March 25. *International Chemical Co Ltd, 11 Chenies Street, London WC1E 7ET.*

It's not just what you put on
your face that makes you prettier,
it's what you take off."

Introducing new
Buf-Puf Gentle
facial sponge; the
deep cleansing
way to create
beautiful healthy-
looking skin.

New Buf-Puf Gentle
and Original Buf-Puf
are finely textured
facial sponges that
really clean because
they gently scrub away
the dead skin that can
dull your complexion.
So the glow you get is
fresh, healthy looking skin.

No matter what your skin
type, new Buf-Puf Gentle
and Original Buf-Puf are
exactly right for you.

Buf-Puf Gentle is for normal
to dry or delicate skin.
Original Buf-Puf is for normal
to oily or problem skin. Just
use them as part of your
daily skin care routine for
an effective 60 second
beauty treatment.

Remember, it's not just
what you put on your
face that makes you
prettier, it's what
you take off.

you put on
you prettier,
you take off."

Introducing an exciting new idea in skincare!

New Buf-Puf Gentle is being launched this
Spring with a powerful campaign using whole
page advertisements in mass circulation
womens magazines.

It's a campaign that's designed to reach 10
million women aged between 15 and 55 with
an average frequency of 6.5%. **THAT'S OVER 64
MILLION GROSS OPPORTUNITIES TO SEE!**

Magazines like Cosmopolitan, Womens World,
She, Family Circle, Just 17, "19", Over 21, Vogue
and many more, will carry these persuasive
advertisements creating **over 64 million sales
opportunities for you!**

Make sure you're stocked up ready to benefit
from the exciting launch of new Buf-Puf Gentle.

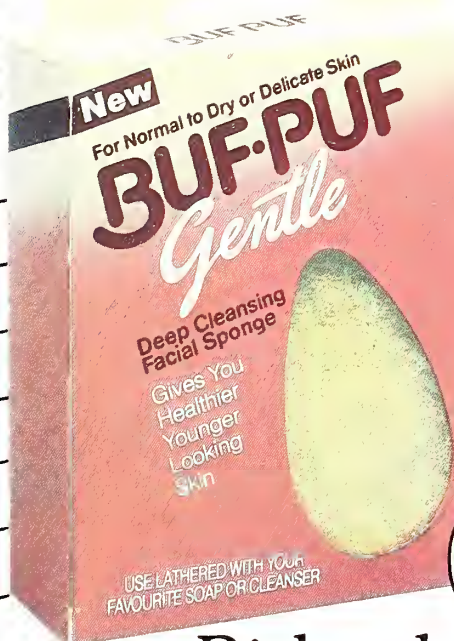
BUF-PUF Gentle

Full colour launch advertisements
will inform, persuade and sell to your customers.

Buf-Puf, deep cleansing for all skin types

NEW

For
Normal
to
Dry
or
Delicate
Skin



Elegant new packaging to stimulate sales of
original Buf-Puf

Original
For Normal to Oily or Problem Skin
BUF-PUF
Deep Cleansing Facial Sponge
Gives you
Clearer
Healthier
Looking
Skin



LATHERED WITH YOUR
FAVOURITE SOAP OR CLEANSER

Authorised Distributor:

Richards & Appleby

Gerrard Place, Skelmersdale, Lancashire WN8 9SF. Tel: 0695 20111.

**NEW
LOOK**

For
Normal
to
Oily
or
Problem
Skin

Conditioner for Timotei

Elida Gibbs are introducing a conditioner to complement their successful Timotei shampoo in the UK.

Timotei conditioner is being launched with one variant and in one 200ml size. Containing natural herb extracts, it has been formulated for regular use.

It will be on shelf during the launch period at £0.99 compared with a full rsp of £1.35. On-shelf display trays holding 12 bottles will be available.

The launch will be supported by a £1.2m television and Press campaign, part of the £3.4m advertising support being put behind the Timotei brand this year.

A national television campaign for the conditioner breaks in April. This will be backed by appearances in the women's Press, including *Woman's Own*, *Cosmopolitan*, *Family Circle*, *Good*



Housekeeping, *Honey*, *Over 21* and *Hair Flair*.

Elida value the conditioner market at £57.2m in 1985, increasing by 6 per cent in volume terms over last year as a result of increasing frequency of use and increased usership.

Elida say 68 per cent of all women now use a conditioner and that usage by men and children is also growing. The company say male usage is up to 30 per cent in 1984 compared with 22 per cent in 1981. Usage by children increased 7 per cent to 22 per cent over the same period.

Some 37 per cent of women now use a conditioner more than once a week, as against only 17 per cent 10 years ago. Elida also say that over 60 per cent of sales are now in the 200ml and over size.

Elida see the introduction of Timotei conditioner as a natural development for the range. The shampoo quickly established itself and the company now claims brand leadership of the cosmetic sector with a 6 per cent brand share. Elida say over 1 million bottles are sold each month.

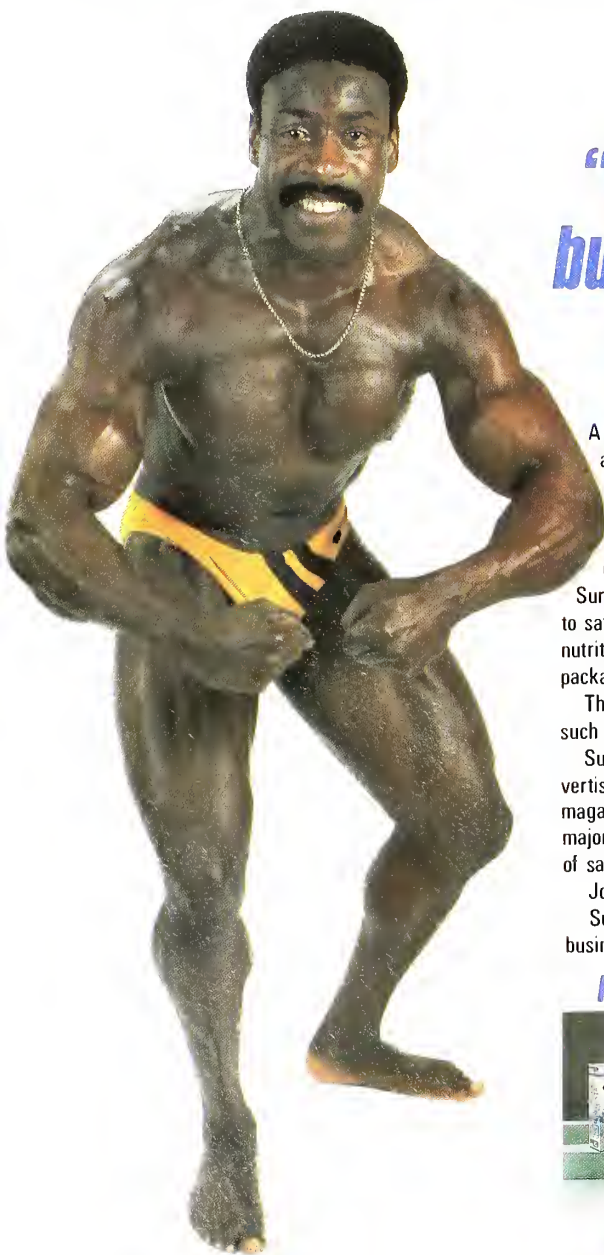
"Timotei conditioner already has an international reputation," says marketing manager Sibylla Tindale. "It's captured 10 per cent of the conditioner market in Sweden and achieved excellent brand shares following launches in Germany and France. We are confident it will repeat this success over here." *Elida Gibbs Ltd, PO Box 1DY, Portman Square, London W1A 1DY.*

Whispering grass

Pharmax are spending £400,000 on a support campaign for Haymine.

A national television campaign in June will be screened on ITV, TV-am and Channel 4. The Haymine logo of a sun shining through grass will be animated for the commercial and repeated in a new counter unit, window stickers, showcards and other display material. Pre-season bonuses are available from distributors, *Chemist Brokers Ltd, Milburn, 3 Copse Lane, Esher, Surrey.*

Chemist & Druggist 23 February 1985



"You too can build beautiful profits"

A bodybuilder will spend up to £30 a week on dietary supplements.

And sports diets are creating an interest with Britain's 3 million squash players, 1.5 million footballers, and an ever increasing number of joggers.

Surf City has the dietary supplement range to satisfy this growing market precisely, with nutritious quality formulae and sophisticated packaging to match.

The margins are excellent - especially for such fast moving lines.

Surf City spend heavily on national advertising in all the important sport and fitness magazines. Promotions include sponsorship of major body building shows and a stylish point of sale package.

Join in the sport and fitness boom.

Surf City products will build up your business in all the right places.

FOOD FOR SPORT



SURF CITY

For details contact your English Grains representative, or call (0283) 221616 or write to Surf City, E.G. Marketing, Swains Park Industrial Estate, Overseal, Burton-on-Trent, Staffordshire. DE12 6JT.

Sinus sufferers everywhere are diving into chemists for it.



Look what Ciba have come up with. The right commercial (Underwater Man) for the right product (Mu-Cron) at the right time (now).

And as we're running the commercial until the beginning of March, all you need is a plentiful stock of Britain's leading decongestant, in the right place.

MU-CRON [®] PRESENTATION: Strip-packed tablets containing phenylpropanolamine hydrochlor 25mg; guaiphenesin 32mg; prep. ipecac 11mg; paracetamol 250mg.

CAUTION: To relieve symptoms of paranasal sinusitis, nasal congestion, perennial rhinitis and catarrh. DOSAGE: Adults: 1 tab two or three times daily; max 3 tabs in 24 hours. Children: 0-12 yrs, use Junior Mu-Cron Syrup; 12-15 yrs, 1 tab twice daily. CAUTION: Do not give to patients with hypertension, hyperthyroidism, diabetes, heart disease or those taking MAOIs. SIDE EFFECTS: Rarely dizziness, headache.

When I get a cold sore all I want to do is hide my face"



Last year, 15,000,000 attacks of cold sores were suffered. 500,000¹ of them were so severe, or so embarrassing, that patients sought treatment from their doctor.

Now, there is Zovirax Cream, an important achievement of Wellcome antiviral research.

Fiddian *et al.*² found that treatment with Zovirax cream achieved impressive results.

When treatment was begun before lesions developed, 42% of lesions were suppressed, compared to only 11% with placebo ($P=0.04$).

For the best results, treatment with Zovirax cream should begin as soon as possible during an attack, preferably during the prodrome, so that the

"... proportion of lesions effectively aborting may be increased to a third or more."²

With early treatment, the cold sores may not show their face.

¹Data on file

²Fiddian, A.P. *et al.* (1983), *British Medical Journal*, 286, 1699

At the first sign of a cold sore

ZOVIRAX CREAM

ACYCLOVIR

Prescribing Information: Zovirax Cream

Presentation
Acyclovir 5% w/w in a white aqueous cream base.

Indications
Treatment of herpes simplex infections of the skin including initial and recurrent genital herpes and herpes labialis.

Dosage and Administration

Zovirax Cream is applied five times daily at approximately four-hourly intervals. Treatment should be continued for

5 days. If healing is not complete, treatment may be continued for a further 5 days. Therapy should begin as early as possible after the start of an infection, preferably during the prodromal period.

Contra-indications

Patients known to be hypersensitive to acyclovir or propylene glycol.

Warnings and adverse effects

Transient burning or stinging following application may

occur. Erythema or mild drying and flaking of the skin have been reported in a small proportion of patients.

Basic NHS cost
2g tube £4.86 10g tube £14.66
Product Licence No. PL3/0180.

POM

Further information is available on request.

Wellcome Medical Division
The Wellcome Foundation Ltd, Crewe, Cheshire

Arrid revamp and new formula

Carter-Wallace are relaunching Arrid extra-dry anti-perspirant deodorant with the help of a £1.8m promotional spend.

The Arrid silhouette of a girl and boy has been updated with the addition of a stylised venetian blind. The variants have been colour-coded, says the company, to emphasise their individual fragrances to first-time buyers, and to help repeat purchasers identify their preferred variant — yellow for dry amber, blue for unscented and soft pink and fresh green for two powder formulations. Roll-on extra dry will also have new colour-coded tops. Sizes and prices remain unchanged.

The range also features an improved formulation. "The aerosol formula has been significantly improved to give better protection against stains on clothes," says marketing manager, David Thompson.

He added, "We have retained the well-known strengths of Arrid extra-dry — its efficacy, its strong brand name, and its family appeal. At the same time we have repackaged and reformulated the product to ensure that Arrid attracts a whole



generation of young users."

Support for the relaunch includes a national television campaign to run from May through to September. Promotions include a 25 per cent extra free offer on 150ml cans coinciding with the relaunch. On-pack offers, twin packs and banded offers are promised for later in the year.

Carter Wallace estimate the deodorant market to be worth around £77m at rrp, with aerosols taking a 70 per cent share, roll-ons a quarter, and sticks 5 per cent.

The company claims a deodorant and roll-on brand share of about 3½ per cent. "It was obvious from these figures that Arrid was in need of a relaunch. Our brand share is beginning to grow but much of this growth is attributable to the introduction of Arrid for Men in 1983", says Mr Thompson. New introductions to the Arrid range are promised for later in

the year.

New products are also forecast for the Linco Beer range. A national television campaign worth £1.2m will run during Spring and Summer for the recently relaunched premium-priced shampoo. A two for the price of one sachet offer will run in April and May.

An aloe-vera variant featuring green packaging is to be introduced in to the Nair depilatory range to add to the baby oil variant. A two for the price of one offer will be available in March on both variants.

Other company news: trial size packs of Pearl Drops tooth polish will be introduced retailing at around £0.20. And later in the year Discover-leaflets will be available for newly-pregnant women. *Carter Wallace Ltd, Wear Bay Road, Folkestone, Kent.*

Multitonic for garden soil



Bio Multitonic is the latest soil tonic from Pan Britannica.

The product, says the company, contains sequestered iron, manganese,

magnesium, molybdenum, zinc, boron, copper and sulphur. It come in three sizes; single sachet (£0.50), small (four sachets at £1.76) and big (ten at £3.60). The single sachet size is available in display packs of 48 plus two free at a trade price of £13.91 and ordering is through any chemist wholesalers dealing in garden products.

Promotion in the garden Press, national dailies and Sunday newspapers will follow in the high demand period of April and May, say *Pan Britannica, Britannica House, Waltham Cross, Hertfordshire EH8 7DY.*

Sowing the seeds of success

"Growing from Seed" (£2.50) is the name of a new book published by Sphere Publications in association with Carters Tested Seeds.

The pocket-sized book has 120 colour photographs of Carters' flower and vegetable varieties and detailed, easy to follow, growing instructions, say *Carters Tested Seeds Ltd, Upper Dee Mills, Llangollen, Clwyd LL20 8SD.*

Casino colours

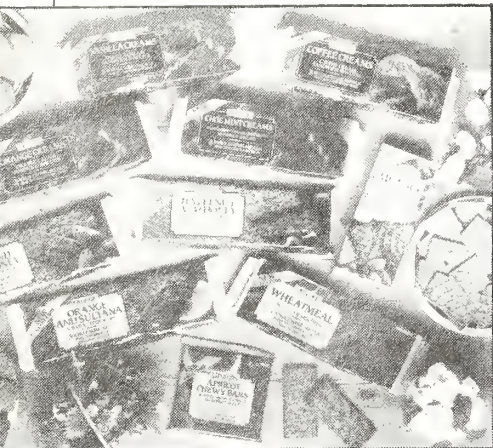
Germaine Monteil are launching their nail, cheek, eye and lip cosmetics in a new range of colours called Casino Blanc. Soft feminine shades combine with more flamboyant and vibrant colours, say *Germaine Monteil, St George's Street, London.*

Floral scents

Revlon are launching three new fragrances based on the Jontue bouquet: Rose de mai, Iris de fete, Lotus de nuit. They are available in natural spray colognes (20ml, £4.95; 75ml, £9.95).

Each fragrance comes in a frosted glass bottle with embossed floral motifs. Rose de mai is described as having "an understated, but very definite allure". While Iris de fete has, say Revlon, "fresh green notes of iris bloom and meld plus fruity floral notes".

Lotus de nuit has an oriental quality with orange flower, mandarin, jasmine and lily ingredients. *Revlon International Corporation, 86 Brook Street, London.*



Watching the Women's Press

The following column lists advertisements for chemist merchandise due to appear in the IPC women's Press. The magazines are divided into three categories — weeklies (W), monthlies (M) and magazines aimed at the younger end of the market (Y). The monthly magazines covered are the March editions due to appear mid-February.

Alberto Culver:	M, Y
Elizabeth Arden All Fix:	W, M
Ashe Labs Double Amplex:	Y
Maws:	M
Sherleys:	W
Vitapoint:	W, M
Bayer Limits:	W
Beechams Germaloids:	W
Germolene:	W
Vykmin:	W
Yeastvite:	W
Booker Health Healthcrafts:	W
Bowater Scott Andrex:	W, M
Fiesta:	W, M
British Tissues Dixcel:	W, M
Brodie & Stone Jolen:	Y
Bronnley Sally Hansen:	M
Chanel:	M
Charles of the Ritz:	M
Chattem Mudd:	W, Y
Sun-In:	Y
Chefaro Endocil:	M
Chesebrough Ponds Gentle Touch:	Y
Thomas Christy skin care:	M
Combe Lanacane:	W
Concept Klorane:	M, Y
Cooper Health Oral B:	M
DDD Blisteze:	W
Dentinox:	W, M
Stain Devils:	M
Christian Dior:	M
Elida Gibbs Pears:	W, M
Styling mousse:	Y
Sunsilk:	W, Y
Timotei:	W, Y
English Grains Surelax:	W
Eylure 10-0-6:	Y
H.J. Heinz babyfood:	W, M
Slimway soup:	W, M
Holland & Barrett:	W
ICC Anbesol:	M
Immac:	Y
Innox:	M, Y
Johnson & Johnson K J jelly:	W
Vespre:	Y
Kimberly Clark Fems:	Y
LRC Durex:	W
Lancome:	M
G R Lane Maxi-vit:	M
Quiet Life:	W, M
Larkhall Labs Lipcote:	W, M

Bayer stretch their Limmits

Bayer are relaunching their Limmits low calorie food range, with improved "extra fibre" recipes and new varieties. The range has also been repackaged, showing the ingredients, stressing high fibre and showing the number of calories per meal in an easy-to-read panel.

The new apricot chewy bar (£0.35) makes a perfect lunch pack, say Bayer, and muesli biscuits (£0.89), the first non-meal replacement, is specifically for low calorie snacks.

The range is completed by; cream biscuits (3 meals, £0.99) in orange, vanilla, coffee and choc mint varieties; natural food bars (3 meals £1.05) in almond and honey, hazelnut and honey, and orange and sultana; and wheatmeal biscuits (3 meals £0.99).

Bayer say the range is now made from totally natural ingredients. Extensive consumer research revealed "a demand for high fibre, low calorie foods," says Dennis Clarke, group product manager. "The new Limmits range was developed to meet such a need and to re-establish Limmits as the leading range of natural weight control aids."

Bayer are recommending that consumers use Limmits to replace one or two meals a day, while still getting one regular prepared meal.

The launch is being supported by a £250,000 promotion from March to continue throughout the year.

Advertisements will appear in slimming, health and women's interest magazines, including *Woman's Weekly*, *Woman's Realm*, *Woman's Own*, and *Slimming*. Consumer competitions will encourage trial and the Limmits hot air balloon will be seen over major outdoor events, capitalising on the high awareness (88 per cent) of the name, say Bayer.

A trade offer runs until March 31, with 14 for every 12 packs ordered across the range, providing a very high profit margin on each product, say Bayer UK Ltd, Consumer Products Division, Bayer House, Newbury, Berkshire RG13 1JA.

Estee Lauder:	M
Lilia White Contour:	Y
Lil-lets:	Y
Nelson's Homeopathic:	M
Neutrogena:	W, M
Newton Bikini Bare:	Y
Nicholas Labs Almay:	M, Y
Feminax:	Y
Numark:	W
Nurse Harvey:	M
L'Oreal Ambre Solaire:	W, Y
Belle Color:	W
Color Glo:	W, M
Elnett:	W, M
Free Style:	Y
Peaudouce:	M, Y
Pharmax:	W
Pickles Snufflebabe:	M
Potters Diurtabs:	M
Proctor & Gamble Bounce:	M
Pampers:	M
Rapidol Inecto:	W, Y
Revlon:	W, M
Richards & Appleby Buf-puf:	Y
Richardson Vicks Moncler:	
Derma:	W
Rimmel:	M, Y
Robins Chapstick:	M
Seba Med:	W
Roc:	M
Helena Rubinstein:	M
Yves Saint Laurent:	M
Sanatogen tonic wine:	W, M
Vidal Sassoon:	Y
Seven Seas Healthcare:	W, M
Tampax:	W, Y
Thompson Aqua Ban:	Y
Bran Slim:	W
Vichy:	M
Wella:	M, Y

A year of beer from Unican

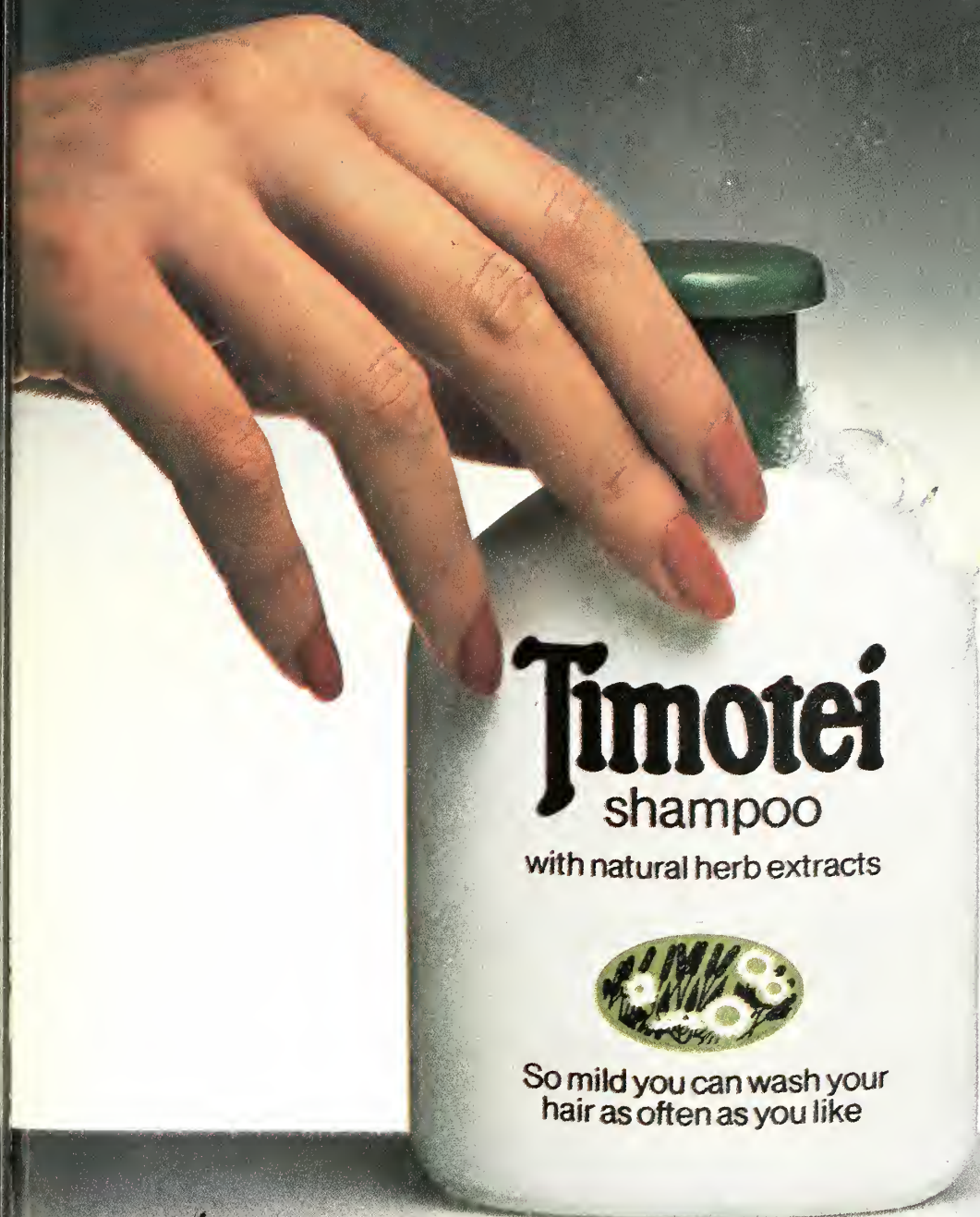
Unican are offering homebrewers the "Deal of the century" in a promotion which provides the winner with a year's supply of Unican, a free video film every week and a VHS video and colour television.

Entrants have to identify a familiar silhouette and, in less than 15 words say what the character might say when offered a pint of Unican beer or lager. Closing date is March 1986.

The competition run in conjunction with Warner Home Video co, is being flashed on packs of 40-pint lager and bitter kits and leaflets which serve as entry forms. POS material is to be displayed in 2,700 Warner dealer outlets. Unican kits carrying the competition will be available in-store between March and December. *Unican Foods Ltd, Unican House, Central Trading Estate, Bath Road, Bristol BS4 3EH.*

Chemist & Druggist 23 February 1985

How do you follow the most successful shampoo launch of the decade?



LARGEST BRANDS ✓ **BIGGEST SALES** ✓ **BIGGEST PROFITS** ✓

£2.25m support for new Sure

Elida Gibbs' plans for Sure this year include a reformulation of the roll-on and a £2.25m advertising campaign.

The reformulated quick-dry roll-on contains zirconium which is said to give 70 per cent more anti-perspirant effectiveness. The contents are increased from 40ml to 45ml, but will retail at the same price as last year (£0.59). The glass bottle has been redesigned and moulded to show the Sure tick to its greatest advantage. For the first time since 1980 Sure roll-on will have its own £400,000 campaign in major women's magazines from July to October.

The company says Sure solid, launched less than a year ago, already holds a 25 per cent share of that sector. The solids/sticks market has trebled in value since 1983 and projected values for this year are about £9m.



Sure solid will be backed by its own national television campaign worth £850,000, running from late February to the end of May. Promotional plans include a special trial price offer of £1.29 designed to encourage new users.

Sure aerosol will offer 25 per cent extra in new "trimline" cans.

In addition to the two specific campaigns for the roll-on and solid, there will be a £1.25m television campaign in 1985 for the whole range using two new commercials. *Elida Gibbs, Hesketh House, Portman Square, London W1A 1DY.*

Counter cotton

Johnson & Johnson are continuing their support of the cotton buds range with a two-tier counter-top display unit promoting adult cosmetic usage. The unit, which comes with a header card, will be available in March.

J&J say the relaunch of Cotton Buds last year, featuring the drum pack, achieved an increased share for the company of over 40 per cent of the cotton swabs market. And cotton buds, the brand leader, showed a 24 per cent volume increase in 1984 compared to the previous year. *Johnson & Johnson Ltd, Brunel Way, Slough, Berks SL1 1XR.*

Miracle move

Miracle Dot is now available through Revel International. It will also be available through optical and pharmaceutical wholesalers. *Revel International, 24 Railway Approach, Wealdstone, Harrow, Middlesex.*

These days, it pays to stock an alternative.

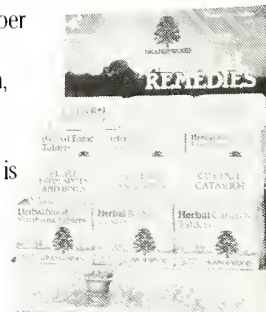


There is a rapidly growing interest in alternative medicines. That's why Grangewood invest so heavily throughout the year in national newspaper advertising, featuring all the top selling Fleet Street newspapers and women's magazines.

Grangewood Herbal Remedies are licenced medicines offering effective relief to a number of conditions associated with sleeplessness, tenseness, catarrh, hayfever and six other minor ailments.

As you can see, the range is very crisply presented.

So offer your customers the real alternative: Grangewood Herbal Remedies.



GRANGEWOOD

Old-fashioned remedies, bang up-to-date.

For details contact your English Grains representative, or call (0283) 221616 or write to Grangewood, E.G. Marketing, Swains Park Industrial Estate, Park Road, Overseal, Burton-on-Trent, Staffordshire. DE12 6JT

Chemist & Druggist 23 February 1985

New Timotei Conditioner. Success follows success.



Timotei shampoo is not only market leader in the cosmetic sector, it's the most successful shampoo launch of the last decade!

And now it's met its match.

New Timotei Conditioner. We're launching this exciting new Timotei in the UK's fast growing £57.2m conditioner market.

What's more, research has shown that Timotei Conditioner, like the shampoo (which sells over 1 million bottles every month), will soon be the biggest selling, single pack in its market!

We'll be supporting the launch with a heavy £1.2m advertising campaign both on TV and in the press as part of the total Timotei spend: a massive £3.4m!

So make sure you stock plenty of success: Timotei Shampoo and now Timotei conditioner, too!

FROM THE BIGGEST NAME IN TOILETRIES. **ELIDA GIBBS**

A Vantage point for Vestric

Vantage are on television in March and April with a £0.3m spend to advertise their own brands.

Commercials will appear on TV-am and Channel 4 (STV, Central and HTV) from March 11 for six weeks.

This promotion augments the £180,000 radio and Press campaigns celebrating ten years of Vantage and currently running until June. Vantage members will mark the occasion at their convention this month in Monte Carlo.

Major March offers are: Alberto Vo5 twinpack, Aquafresh 3 40 per cent extra, Colgate, Cream Silk conditioner 20 per cent extra, Complan, Freestyle mousse foam sets, Lil-lets, Supersoft hairspray, Toni perms, Wella Colour Confidence and Blondie and Wilkinson Sword blades. Vestric Ltd, West Lane, Runcorn, Cheshire WA7 2PE.

Tasteful toothbrushes

Aim Sales & Marketing are launching three Italian toothbrushes: the Piave anti-plaque 2000 (£0.89), four-fruit toothbrush (£0.79) and the Rainbow toothbrush (£0.79).

The Piave anti-plaque 2000 has, says the company, a small compact head, and round-tipped bristles made of tynex. "The specially designed handle gives maximum balance and grip, and a hood protects the brush head". The brushes come in 12 assorted colours per carton, with a counter display unit.

Piave four-fruit toothbrushes feature coloured bristles, impregnated with a natural, sugar-free fruit flavour. Available in strawberry, orange, banana and apple flavours, the nylon bristles have rounded tips, to prevent scratching of tooth enamel, says the company.

The brush has a curved neck "for easy access to hard-to-reach spots and a wide, sturdy handle". The brushes come in packs of 24 assorted with a display carton.

The Piave rainbow toothbrush has dual-coloured bristles (available in four colourways) with a transparent handle. The brush, which comes with a plastic travel case, is packed in 12 assorted colours per display pack.

Launch deals are available on all three toothbrushes. Aim Sales & Marketing Ltd, Foster House, Maxwell Road, Borehamwood, Herts WD6 1JH.

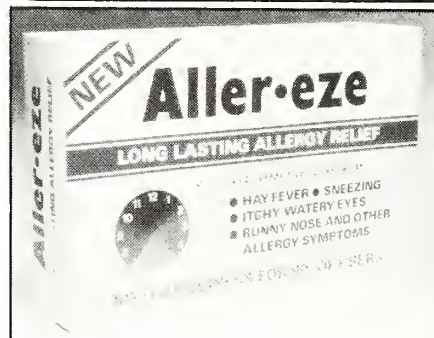
Aller.eze goes national

Intercare Products are supporting the national introduction of their OTC Pharmacy-only antihistamine Aller.eze (clemastine) with a £1.6m television campaign.

The campaign breaks in late April and runs until early July with radio advertising.

Aller.eze tablets (10, £1.10; 30, £2.65), in London during 1984 achieved a 55 per cent share of the OTC sector of the £30m rps antihistamine market, say Intercare.

They say that studies involving 10,000



patients have shown that clemastine has an efficacy rate of 85 per cent, 90 per cent of consumers finding it effective in relieving their hay fever symptoms. They also say that less than 10 per cent had reported drowsiness, and this was generally found to be mild and transient. Intercare Products Ltd, Fishponds Road, Wokingham, Berkshire RG11 2QD.

Mavala offer

Mavala are offering a consumer saving of 20p on their nail lacquer range.

The offer, which runs for 12 weeks, will be advertised in the women's Press in March and April. Normal retail price for Mavala nail lacquers is £1.15. Mavala Laboratories Ltd, 16 Morewood Close, London Road, Sevenoaks, Kent.

PRESCRIPTION SPECIALITIES

Creon capsules

Manufacturer Duphar Laboratories Ltd, Gaters Hill, West End, Southampton SO3 3JD.

Description Brown/yellow capsules containing enteric-coated granules of pancreatin equivalent to 9,000 BP units of amylase, 8,000 BP units of lipase and 210 BP units of protease.

Further information Enzyme supplements without enteric coating are to a large extent inactivated in the acidic stomach. Pancreatin in enteric-coated tablets may not mix adequately with the chyme, say Duphar. Creon is designed to overcome these problems.

Indications Pancreatic exocrine insufficiency.

Dosage Initially one or two capsules with meals then adjust according to response. The normal range lies between five and 15 capsules per day. The capsules should be swallowed whole, without chewing, with a

little fluid, during the meal.

Contraindications Early stages of acute pancreatitis.

Warnings Inadequate evidence of safety in pregnancy. The product is of porcine origin. Rarely cases of hyperuricosuria and hyperuricaemia have been reported with high doses of pancreatin. Perianal irritation can occur and, rarely, inflammation with large doses.

Packs 100 capsules £13.33 (trade).

Supply restrictions Prescription only. Issued February 1985.

BRIEFS

Teronac in blisters: Packs of 30 Teronac tablets are now in blister packs. Sandoz Products Ltd, PO Box Horsforth No 4, Calverley Lane, Horsforth, Leeds.

Silastic addition: A 5ml/12fg size Silastic catheter (£5.25 trade) has been added to Dow Corning's range and is available from Farillon Ltd, Bryant Avenue, Romford, Essex RM3 0PJ.

ORALCER

SLOW RELEASE FOR

PELLETS FOR MOUTH ULCERS

NOT A GEL — NOT A PASTILLE — BUT PELLETS

that slowly release 2 Active ingredients at site of ulceration

VITABIOTICS LTD. 122 Mount Pleasant Alpertown Mddx. 01-903 5541

SUBACONE®

Long lasting Teats

SubaCone® Rubber Teats are hardwearing — one teat will last from birth to weaning. Can be steamed, boiled or chemically sterilised. Hole size and shape will remain constant during use. SubaCone® rubber is non-toxic and non-porous.

Made in England by:
WILLIAM FREEMAN & CO LTD.,
Suba-Seal Works, Staincross, Barnsley, Yorkshire. Tel. 0225 84001 Telex 547706

Switch on...



...to The Brand Leader

VASELINE Petroleum Jelly dominates the market, with a 62% share. Sales grew by 11% in 1984, significantly out performing the market.

In 1985 not only will 70% of all new mothers receive samples, but VASELINE Petroleum Jelly will be further supported by a £500,000 national TV advertising campaign commencing on 4th March.

There will be five different advertisements, each demonstrating the product's versatility, shown throughout the year.

With powerful support like this, can you afford not to stock a range of VASELINE Petroleum Jelly?



Chesebrough Ponds Ltd.
Skin Care Business Builders.

They've both got a sore mouth but the similarity stops there.



Medijel
gel

For quick, effective relief from the pain of mouth ulcers, soreness of the gums and denture-rubbing

DENTINOX
teething gel



Teething baby or mum with a mouth ulcer. Two different problems requiring two different remedies.

For mum, the powerful formula of fast acting Medijel gel or pastilles brings relief in seconds.

Medijel gel is soft enough to be placed at the point of pain.

For baby, there's Dentinox teething gel, the one that's specially formulated for babies – its tried and trusted ingredients quickly and safely relieve pain. So when a sore mouth looks to you for comfort, recommend the right product. Dentinox for baby teething and Medijel for adult mouth ulcers.

You can depend on DENDRON.

Dendron Ltd., 94 Rickmansworth Road, Watford, Herts. WD1 7JJ. Tel: (0923) 29251.

Sniffing out the scent market

1984 was notable for two things as far as "cosmetic pharmacies" were concerned. In the first place I believe at long last we have the sorting out of agency business that many of us have called for since agencies were introduced.

Secondly we had the shortest recorded Christmas I can remember during the last 25 years and, in case you're wondering if I'm past it, I used to work my Christmas school holidays in a specialist shop which majored in fragrance. Let's look at Christmas trading before reviewing the year as a whole. To my mind this situation has now reached farcical proportions.

Manufacturers start laying down stock in May, which is the beginning of their investment. We start getting pestered for our orders in June for September delivery. Whatever the date of the invoice, we have no intention of paying until January, because after all, we haven't started selling until November. Meanwhile, from September onwards, our counters are cluttered with Christmas stock that no-one is ready to buy. Woe betide the customer who dares to ask for a lipstick, nail polish or foundation in October.

I just can't understand the manufacturers accepting an investment from May-January. We poor retailers have to accept early delivery or we are threatened with non-delivery due to out-of-stocks. Instead of working hard on promoting basic stocks in October, we fritter our time and space away with unwanted Christmas purchases.

It's time that a new initiative was taken by

Graham Walker makes his annual review of the cosmetics and fragrance markets : his "nose" is as keen as ever. This year he focuses on Christmas trading and suggests manufacturers could alter their "sell-in" patterns.

the industry so that we can all make more profit out of Christmas trading. As a basis, I suggest ordering should begin in September, with delivery guaranteed for the first week in November and a settlement discount for December payment. So over to you, industry, let's have a new initiative for 1985.

Stopping leaks

The second feature of 1985 was the attempt by some of the major companies to tighten up on the "grey market" or what we would call "swag". Estée Lauder took on a security officer and used marked stock to trace their "leakages". Quite effective too, I believe. If pharmacies can be trusted not to farm out up-market stock then I believe we shall gain credibility with the manufacturers who want to see the pharmacy market expand. We are becoming an important sector now. It's often not appreciated that, for example, Estée Lauder have around 200 chemist accounts.

But let's have a look around the successes of 1984. Top of the list once again was

Cacharel with the seemingly unstoppable Anais Anais. We put on a 50 per cent increase and could have sold more if we had the stock — pity Cacharel pour Homme didn't take off as hoped.

Three typical French fragrance companies took the unusual step of launching new fragrances, Rochas with "Lumière", Givenchy with "Ysatis" and Guerlain with "Jardin de Bagatelle". All had a floral emphasis and, for the first time in many years, I found them all successful — in fact we sold out! Those of you who have followed these articles over the years will know that I have an aversion to French fragrances due to their appalling stock turn rates, but this year I have to take my hat off to those three companies. I just wonder what I can persuade them to do with the old-faithful

'It's time that a new initiative was taken by the industry so that we can all make more profit out of Christmas trading. I suggest ordering should begin in September, with delivery guaranteed early November and a settlement discount for December payment'



Revlon seems to be getting its act together for 1985, helped by the launch of Scoundrel last year and new fragrances this month

shelf warmers in their ranges. Still it's satisfying to see that this sector is getting to grips with the market at last, instead of relying on prestige and a high ticket price.

Flop of the year for me, was Roc cosmetics. In spite of all the efforts of the company and my staff, we had to call it a day and clear the entire stock at half-price. No one can understand it, but my own feeling is that it could not stand up the marketing, of Estée Lauder and Elizabeth Arden: in spite of being hypo-allergenic, it is probably overpriced. Anyhow, which company knowingly produces allergenic cosmetics? I was disappointed about RoC and it turned out to be an expensive mistake.

Estée Lauder was naturally my number one account for 1984, but we certainly have to fight hard to make our targets, in spite of

Mr Walker's advice to pharmacists is either 'to go in deep, accept all the aggro, forget the quiet life and keep ranges tight. Or clear existing stocks and concentrate on other ranges of merchandise, such as small electrical appliances'

the support and encouragement we sometimes have to endure. Christmas was spoiled a little by November shortage of the Youth Dew gift sets. However, the White Linen advertising more than made up for the deficiency. I gather there have been substantial changes in the management at



A newcomer in 1984 with a floral emphasis. Jardin de Bagatelle, introduced by the French perfumery house, Guerlain

Grosvenor Street, so perhaps 1985 will see the company back on song, because there did seem to be a lack of co-ordination in 1984.

Elizabeth Arden were just tremendous for us, turning in a 30 per cent increase in sales. This company seems to manage on the minimum of administration and interference, although it really ought to be offering us more staff training. But they are such pleasant people to deal with, in spite of the fact that the accounts department sometimes seems to get in a tangle.

Revlon seem to be getting their act together for 1985. I hear whispers of a new fragrance (not Scoundrel) and a revitalised Charlie cosmetic range. (See Counterpoints). We are still suffering from the continuing demise of Charlie fragrance and its regular appearance on market stalls. Lips and nails remain our Revlon strengths. I am beginning to feel the worst is over and that we can look forward to profitable trading with the new slimmed-down revlon operation. We did rather well with Revlon toiletries this year and Ivoire Ras was as buoyant as ever.

Budget cosmetics

We also stock a small assortment of Max Factor's best selling lines and they have turned over satisfactorily during the year. Outdoor Girl is our one concession to budget cosmetics and has done well in spite of competition from Boots up the road. I only hope that I am not the only one struggling with Max Factor's "combined" statement, because to me it's an utter mystery and misery. For a start they could double-space the entries so I might be able to read it. What progress!

That, I think, has covered most of the ranges we stock, but I hear whispers about other brands not doing too well.

This Christmas we tried out a new section consisting entirely of fragrances below £5 — Lenthéric, Morny, etc — and, to everyone's surprise, including the representatives, it proved to be a success. The secret seems to have been to section off these lower priced products, which we had given up for lost, from the upmarket merchandise. The success of this operation completely shattered one of my long-held beliefs, namely that the two ends of the market were incompatible within the confines of a typical pharmacy.

The market for mens products this year was totally dominated by Aramis. Paco Rabanne, Givenchy *et al* just didn't seem to move at all. Our only other success was Noir. For reasons I just fail to understand — it was a complete sell-out, so I shouldn't grumble.

So that was 1984, for Graham Walker. What can we reasonably expect for 1985? There is every indication that Estée Lauder



A 1984 sell-out for Graham Walker — the Noir men's toiletries range. The other big success was Aramis, which he says dominated the market

and Aramis will continue to dominate my business but I look forward to some more exciting launches from the French fragrance companies. We've also decided that Helena Rubinstein, which has risen like a phoenix in the department stores since 1980, is ready for development in chemist accounts. We are going to plunge in at the deep end with a full presentation. Keep your fingers crossed for me!

To conclude, my advice to pharmacists contemplating cosmetics is either to go in "deep", accept all the aggro, forget the quiet life and keep your ranges tight. Or clear your existing cosmetics stocks and concentrate on other ranges of merchandise allied to pharmacy, such as small electrical appliances.

Graham Walker served his "apprenticeship" in cosmetics and fragrances with Scunthorpe Co-operative Society with Donald Ross who later became NPA chairman. After branch management, he became personal assistant to the chief executive. He bought his "secondary-sited" pharmacy in Spalding in 1968, moved to a prime site in 1978 and after 17 years had increased turnover by 1,000 per cent with cosmetics and fragrances accounting for 50 per cent of retail sales. Since writing regularly on the subject he has been consulted both formally and informally by top management in the cosmetics industry. Graham is a member of the Society's Council and secretary of Lincs. LPC.



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Reassurances for Xrayser

Xrayser has once again voiced his opinions on the "big boys" of pharmaceutical wholesaling (*C&D* February 16, p327). His views by now are well-known — but I would offer him reassurance on two points.

Firstly, he need not be apprehensive about "where it will all end". Over half the independents in the country are already Unichem shareholders and enjoying the benefits of owning part of this particular "big boy". Even when the other half join us, the fact remains that Unichem will still be totally owned by retail pharmacists. To cry apprehension, Xrayser is crying crocodile tears — or is he really expressing an underlying concern about his pharmacist colleagues' judgment? If so, we certainly would not agree.

The second point may meet with Xrayser's personal approval. Unichem is happy to stand up and be counted as a wholesaler that has not, and will not, underhandedly circumvent the HD scheme. A valid issue, Xrayser. Perhaps you should also address yourself to the escalating dispensing doctor problem, and which wholesalers continue to supply them!

P.J. Dodd

Managing director, Unichem Ltd.

Profits and the big boys

Though I always enjoy Xrayser's reflections on community pharmacy, he is, I feel, sometimes less convincing in his occasional comments about wholesaling.

His remarks last week began with the

challenging statement "Profits aren't the same thing as turnover, it seems" — suggesting, in the following text, that wholesalers are able to improve profits (presumably by some subterfuge) without significant gains in sales.

The economics of wholesale and retail pharmacy are greatly different: a retail business generally has a fairly consistent gross trading margin and the cost of borrowed money employed in the activity is normally not a large feature in the profit and loss account. Sales increases, as a result, tend to come straight through to the "bottom line".

In wholesaling, extremely small changes in gross margin have a dramatic effect on profitability. Macarthy's sales for the six months recently reported upon were nearly £114m. An improvement in margin of 0.1 per cent would produce a profit increase of £114,000. Like all wholesalers, we rely heavily on bank money — current overdrafts run at about £5m. Any reduction in the bank rate — which happened in that trading period — means a lot of money to us.

May I assure Xrayser that our profit improvement is not the result of any "underhand practices"? Good housekeeping (and a bit of luck with the bank rate) were responsible.

A.R. Ritchie

Chairman, Macarthy's.

Counting the capsules

I have recently been in touch with Unigreg concerning their new promotion of Forceval capsules in a 15 pack.

Unfortunately, the pack bears in large print on the front the figure "22", followed, in greatly decreasing prominence, by two lines of text "vitamins and minerals" +

"nutritional supplement". This is followed by "one-a-day" in print again of equivalent size and prominence to the "22".

In fact, the customer is purchasing only 15 capsules — as stated in small print on the box ends.

This pack is going to cause endless embarrassment and aggravation to pharmacists and their customers respectively. Unigreg are "seeing what they can do about it". In the meantime, I would advise all my colleagues to place their price stickers over the "22".

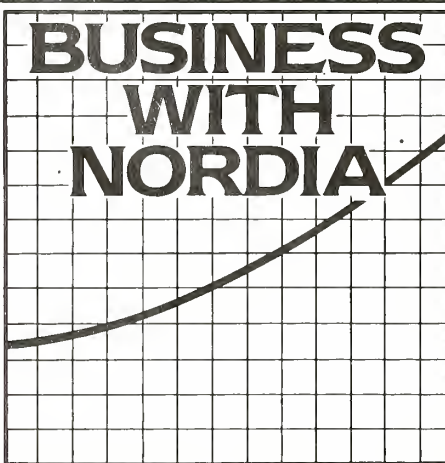
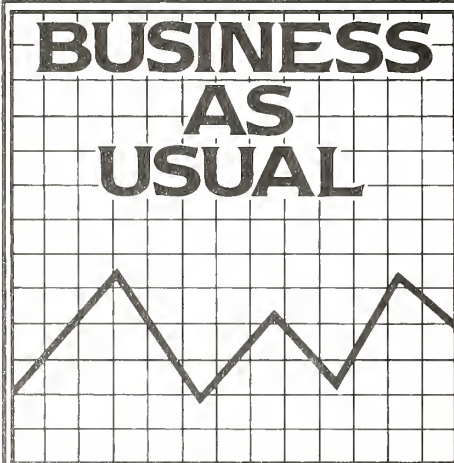
R.G. Worby

Walthamstow, London.

A spokesman for Unigreg told *C&D* that this was the first complaint they had had about the packaging. However, company representatives are telling pharmacists that the packs contain 15 capsules. The figure "22" refers to the number of ingredients. The spokesman added that the company would try to rectify the problem on the next product batch.

More Letters on p394

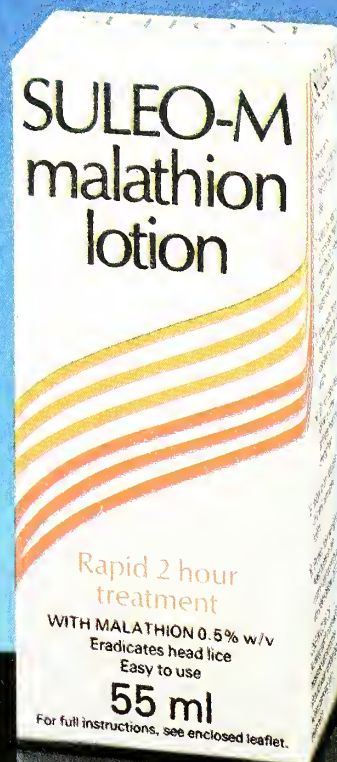
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Suleo-M and Suleo-C Lotions. A Major Step Forward in Louse Control.



Another Guaranteed Product from International Laboratories

Pharmacists role gets GP's support

The Pharmaceutical Services Negotiating Committee has recently been told by the Minister of Health that there was no question of generic substitution by pharmacists in connection with the limited list. It is not surprising, but it is very sad, that the one member of the health care team who is expert in drugs will be deprived an active professional role as far as generic substitution is concerned. This decision will have far-reaching implications in the near future.

So far, there is a limited choice for GPs of cheaper alternatives to branded drugs. But the time is fast approaching when generic prescribing will become compulsory. From then on, there will be a lot of new generic drugs on the market. Most of them will differ in their diluents, binders, lubricants and disintegrating agents, although they may have common active ingredient. This variation in inert

ingredients will also determine and modify their bioavailability, efficacy and pharmacokinetics.

I am sure pharmacists can play a leading role in determining which one of the generic drugs is superior therapeutically. I have already conducted a survey which showed that, even now, some of the generic drugs available caused confusion and inconveniences in elderly patients. One can imagine the depth of mistrust in the elderly patients if the rate and degree of drug absorption, drug metabolism and excretion are totally altered.

I have discussed some other problems of generic prescribing which could lead to patients being given the wrong drug (*Pulse*, February 4, 1984, p15).

As the prices of money saving generic drugs like methyl dopa, nitrazepam and diazepam have gone up recently, it looks doubtful whether the generic drugs are going to save as much as it was anticipated initially.

Dr T.U. Qazi,
Halifax.

Vatman and the doctors' dues

It would appear to me that if doctors were allowed to sell OTC lines, they would have to register for VAT. Their VAT number would then have to appear on all their stationery, and they would consequently be charged on all their "extra-service activities" — passport signing, insurance forms and extra sicknotes, etc, etc. These would then have to be declared, tax paid on them and their "books" would be open to inspection by the Customs and Excise officers.

It would also lead to a reduction of the NHS allowance paid to doctors on their surgeries because they can be classed as retail shops. Similarly, staff would then be part-time counter assistants and the NHS contribution to wages would decrease.

It could be with this extra tax and reduction of allowances, the so-called excess drug bill could be paid by them. 'Old Timer'.

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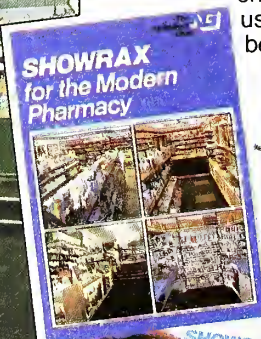


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Naughty but nice?

It has been reported in *Chemist & Druggist* that the National Pharmaceutical Association is against individual contractors becoming "short-run wholesaling spivs" as it is unethical. I find it hard to understand why it is acceptable for small and large multiples to run wholesaling concerns for their own benefit, yet it is wrong for a "one-man-band" to follow suit.

The argument that it is illegal, fraudulent and unprofessional is difficult to comprehend if a wholesaler's licence has been applied for and granted. I wish neither to name names nor be repetitive but the practice of selling to ones-self has been used for many years by contractors other than the sole-trader.

Surely what is "sauce for the goose" has got to be "sauce for the gander" — or could it be that if we all were to begin this practice, then every wholesaler licence which had any connection with just one group of pharmacies would be under scrutiny? I am sure that those who have run their affairs in this manner for so long would not wish to see the *status quo* upset by others enjoying the benefits of retaining profits in the business.

Perhaps the comments being made by our "advisers" now should have been made a long time ago to those who have been running "in-house" wholesaling businesses for years. Do we therefore conclude that the NPA and the Pharmaceutical Society will be informing all those currently involved in this practice to cease forthwith?

M. Everitt

Castle Gresley, Staffs.

A bad omen

The threat by the Dispensing Doctors Association to sell medicines is a threat not only to rural pharmacists and urban pharmacists, but to the foundations of the profession itself. All will be affected eventually if the concession is granted, as all doctors must abide by the list.

It is a bad omen when we are informed that the Minister is considering the matter. Will it be a case of political expediency? He is under attack from the BMA and the rest of the medical profession.

Why not throw a sop by granting this concession to take some of the edge off this opposition?

After all, he is a politician. Whatever views are held, it is of vital importance that all sections of pharmacy are united in fighting this threat.

Mervyn Madge

Secretary, Plymouth Branch.

Thanks, Unichem!

The need for quick action is essential when the Dispensing Doctors Association has a bee in its bonnet. Their latest move to try to push the DHSS into allowing dispensing doctors to sell medicines for the surgery needed action and a quick delivery of mail from the RPA to as many pharmacists as possible.

Unichem responded to our appeal for help by distributing hundreds of letters directly to pharmacies in some areas of the country. The independent positions of the RPA and Unichem are ideally suited to look after the interests of rural pharmacists and we wish to acknowledge the great help Unichem has given us.

John Davies

Honorary secretary, Rural Pharmacists Association

King's rhubarb

My morning has just been delightfully humoured by a strong pun evident in the article on the Pharmacy Department at Queen's, Belfast. (*C&D*, February 9, p304).

The whole article is titled "Queen's looks ahead". They certainly do — to the reign of an as yet unknown "king" referred to in the caption of a photograph on p307.

Perhaps, like the storage jar, it was just a "load of rhubarb" after all?

R.F.S. Skinner

Worthing

Of course, it should have been Edward VII who was kept on his throne by the rhubarb. Editor.

Peers' H-Watt appeal rejected

Appeals by Peers for a reprieve for the School of Pharmacy at Heriot-Watt University in Edinburgh were rejected by the Government in the House of Lords last Tuesday.

Earl Swinton, the Government spokesman, stressed that the closure decision had been influenced by the fact that estimated future demands for pharmacists could be met by pharmacy departments at other higher education institutions.

Disputing this view, Lord Ross of Marnock (Lab), quoted a letter from the chairman of the University Grants Committee stating that the actual reason for the closure was the continuing cuts in the real income of the Universities since 1979.

The Earl of Selkirk (Con) suggested that if any evidence was needed as to academic quality of the Heriot-Watt pharmaceutical department, the Government should consult "that well-known organisation, Boots Cash Chemists".

BP changes

The British Pharmacopoeia Commission has decided to make a number of changes in the tablet monographs of the BP.

The changes will be implemented in the next full edition, expected in 1987. Requirements relating to all forms of coating other than enteric coating will be abandoned, except where a particular coating is regarded as essential. Lack of reference to coating will imply that the tablet may be uncoated, compression-coated, film-coated or sugar-coated but not enteric-coated.

The general requirement that tablets are circular will be retained. Requests for other shapes will be considered.

Diameters will no longer be specified for uncoated tablets. The BP Commission has agreed that distinctive markings should be encouraged.

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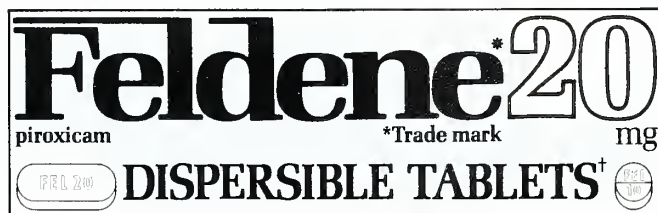


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Rapid absorption and continuous relief of pain and inflammation from a single daily dose.

Prescribing Information: **Indications:** Feldene is a non-steroidal anti-inflammatory agent indicated for the treatment of rheumatoid arthritis, osteoarthritis, ankylosing spondylitis, acute gout, acute musculoskeletal disorders. **Contra-indications:** Active peptic ulceration or a history of recurrent ulceration. Hypersensitivity to Feldene. Patients in whom aspirin or other non-steroidal anti-inflammatory drugs induce symptoms of asthma, rhinitis or urticaria. **Warnings:** The safety of Feldene during pregnancy and lactation has not yet been established. Dosage recommendations and indications for use in children have not yet been established. **Side Effects:** Feldene is generally well tolerated. Gastro-intestinal symptoms are the most common; if peptic ulceration or gastro-intestinal bleeding occurs Feldene should be withdrawn. As with other non-steroidal anti-inflammatory agents, oedema, mainly ankle oedema, has been reported in a small percentage of patients; the possibility of precipitation of congestive cardiac failure in elderly patients or those with compromised cardiac function should therefore be borne in mind. Various skin rashes have been reported. **Dosage:** In rheumatoid arthritis, osteoarthritis, ankylosing spondylitis – 20mg as single daily dose; the majority of patients will be maintained on 20mg daily. Feldene may be taken with food. In acute gout, start with a single dose of 40mg followed on the next 4-6 days with 40mg daily in single or divided doses. Feldene is not indicated for long term management of gout. In acute musculoskeletal disorders, start with a loading dose of 40mg daily in single or divided doses for the first 2 days. For the remainder of the 7 to 14 day treatment period the dose should be reduced to 20mg daily. Feldene suppositories: recommended dose 20mg once daily. **Basic N.H.S. Cost:** Capsules 10mg coded FEL 10, pack of 60 £9.00 (PL0057/0145) and capsules 20mg coded FEL 20, pack of 30 £9.00 (PL0057/0146); dispersible tablets 10mg coded FEL 10, pack of 60 £9.90 (PL0057/0240); dispersible tablets 20mg coded FEL 20, pack of 30 £9.90 (PL0057/0242); suppositories 20mg, pack of 10 £4.95 (PL0057/0219). Full information on request.



Pfizer Limited, Sandwich, Kent.

†10mg dispersible tablets also available.

Staff wages should be docked for losses

Retailers should be able to deduct up to 20 per cent of their staff's wages to cover stock and till losses, according to the Confederation of British Industry.

The Government is looking at ways of replacing the Truck Acts, introduced to allow manual workers to be paid weekly in cash. New legislation to give employees continued protection is currently being considered.

The Department of Employment has issued a consultative document asking for comments with the suggestions that deductions for stock or till losses be either banned completely or limited to a maximum of 10 per cent in each week's wage until the loss is made good.

The CBI said deductions should still be allowed, but that the maximum should be raised to 20 per cent. "We don't consider the idea of banning these deductions a

sensible one" said the CBI. "Any fresh legislation to protect employees must be realistic".

The CBI believes till shortages and stock losses cannot always be dealt with through staff selection, training, closer supervision or disciplinary action."

Day to day running of the system of deductions would depend on the system operating in the individual shop. The CBI accept implementation may be difficult in stores where several staff use a single till.

The National Pharmaceutical Association, giving their views on the same document, told the Department of Employment that employers should be able to make deductions for losses, but that exact arrangements should be left to the employment contract. Provision for deductions should not be a matter of common law, statute or custom and practice, says the NPA.

Heinz to spend £100m on update

Heinz are spending £100m over the next five years to update their production facilities. But 1,940 jobs will be lost.

The changes follow an 18 month review of company operations. "We're looking at the way we do things, and trying to improve where necessary" Heinz say.

Babyfoods production will come under

scrutiny along with the company's other products, although the main problem which Heinz hope to tackle is the increasing predominance of own-label products, and this is not a major problem in the babyfoods market.

The company's factory at Kit Green, near Wigan, will bear most of the job losses — with the workforce there falling from 2,750 to 1,530. A further 600 jobs will go at Harlesden, and 120 at Hayes.

Heinz hope compulsory redundancies will not be necessary. The company's total UK workforce is 4,900.

R&C break £1bn barrier

Reckitt & Colman say their 1984 turnover will break through the £1 billion barrier for the first time.

They forecast profit before tax of £105m on sales of about £1.1 billion. The company just missed the billion in 1983, with sales reaching £981m.

The figures are contained in Reckitt's formal offer document for Airwick. The original purchase price of £165m will be reduced slightly, due to lower than expected results from the company.

Trading profit for Airwick in 1983, originally put at £9m, has been

recalculated at £7.3m. Airwick's preliminary results for last year "indicate that sales and trading profit were below expectations, and that trading profits were slightly lower than the previous year."

Eli Lilly have announced record sales and earnings for 1984. Net income for the year was \$490.2m, an advance of 7 per cent. Earnings per share were 10 per cent up at \$6.73, while sales for the year rose 2 per cent to reach \$3,109m.

Smith Kline & French have donated £5,000 towards the purchase of a computer for the new gastrointestinal unit at Whittington Hospital in London. The computer will aid the diagnosis and treatment of jaundice by matching newly diagnosed patients with model case records.

Booker say Dee takeover bid is 'inadequate'

Booker McConnell, owners of Kingswood Chemists, have rejected Dee Corporation's £338m takeover bid as "inadequate".

Dee's offer exactly matches Booker's share price. "My reaction is that the bid is inadequate in terms of our performance and future prospects," says Booker managing director Jonathan Taylor. "This is also the stock market feeling about the bid." Dee make no apologies about the offer — Booker's shares, they argue, are already overpriced.

Dee's main targets in Booker are the US agricultural operations and the UK food distribution division. But they are also "very much interested" in Holland & Barrett, Booker's health food chain. Dee deny rumours they have no interest in Kingswood but stress the chain is a very small part of Booker. "We will judge Booker's pharmaceutical holdings on their merits," they say.

Angus McKenzie, chief executive of Booker Health Products, which includes Kingswood and pharmaceutical wholesalers Rusco, say that chemists stores require specialist management. "Running a pharmacy is very different to running a supermarket," he told *C&D*. "This is a specialist retailing business which Booker have supported and understood for many years and it's very difficult to see how a change of ownership could benefit us."

1985 has opened strongly for Kingswood, Mr McKenzie says, after last year's slimming-down operations which left the chain the third largest in the country with 94 outlets.

Dee's first offer of £190m for Booker last June was referred to the Monopolies and Mergers Commission. Though the Commission gave Dee the go-ahead three weeks ago, Booker now reckon they are in much better shape to stay independent.

Dee have not yet issued a formal bid document but were due to make a further statement on the takeover as *C&D* went to press.

Vetric have completed the split between OTC and ethical products warehousing at their Bristol site. The re-organised branch is now full operational.

Boots plan to build a chemicals manufacturing warehouse at Shotton Lane, Windmill Industrial Estate, Cramlington, Northumberland. It will cover 2,050 sq m on a 1.6 hectare site.

Chemist & Druggist 23 February 1985

Consumer spend levels off

The sharp growth in consumer spending which started in mid-1982 has now largely petered out, according to *Retail Business*. But durable goods have taken most of the punishment.

Total spending remained unchanged through the first half of 1984, before increasing slightly in the third quarter of the year. Durable spending fell by 4 per cent in the first half.

The coal dispute has started to effect growth of personal incomes, cutting the overall figure by around ½ per cent. The real effect of the dispute will be to change the distribution of spending between 1984 and 1985, says *Retail Business*. Real incomes are expected to grow at an average rate of 2 per cent a year to 1988.

Goods outside the durables sector continue to show steady growth, with none of the dramatic moves among durables. The two sectors are expected to grow at

about the same rate over the next three years, leaving their relative shares much the same as they are now.

Spending in miscellaneous disposable items, including chemists' goods, should show an increase over the second half of last year, before easing back in the three years to 1988.

Bid to put the record straight

The Wessex Pharmaceutical Group, which represents 12 drug companies based in the area, are distributing 17,500 copies of a new fact booklet on the industry.

The booklet aims to set the record straight on matters such as the percentage of NHS spending which goes on pharmaceuticals, and the disadvantages of generic substitution. Copies are going out with individual companies' reps, in the hope that they will be displayed in doctors' surgeries and pharmacies.

Access ahead in plastic cash

Access is consolidating its lead over Barclaycard as the UK's most popular credit card, according to 1984 figures from the issuing banks.

Access, owned by National Westminster, Lloyds and the Royal Bank of Scotland, added 740,000 new cardholders last year, bringing their total to 7.6m. Barclaycard's 600,000 new faces gave them a total of 7.4m.

Access say growth is due to "the public's increasing acceptance of plastic money".

Boots have ordered £¼m worth of price guns from Meto (UK), following a six month trial in the company's Chester store.

A Vestric Link level 3 computer has been installed at Aston University's department of pharmaceutical sciences. The idea is to familiarise students with a community pharmacy computer system.

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Wellcome

Last year's optimism turns to uncertainty

The general air of optimism prevailing at the end of last year has become a mood of uncertainty. The full impact of the latest interest and mortgage rate increases, and the effects of sterling's slide have still to be accurately assessed, but it is clear that the options open to Mr Lawson in next month's Budget have been sharply constrained.

The sterling crisis has increased the risk of a higher inflation rate than the Treasury's predicted 4½ per cent by the end of 1985, and the need to restore financial confidence to prevent further pressure on sterling without excessive interest rates must be a priority for the Chancellor. Scope for tax cuts is thus greatly diminished, and hopes of an early cut in interest rates have evaporated.

Spending in Britain's shops fell sharply in January from record levels in December. Provisional figures from the Department of Trade and Industry show the index of retail sales volume down 3.9 per cent from December at 112.6 (1980 = 100), the lowest since last August.

Unreliable seasonal adjustments complicate interpretation of these figures around the Christmas period, however, and record combined December and January figures confirm the view of the Retail Consortium that the consumer boom is not at an end. Year-on-year volume growth of 4.5 per cent remains encouraging, while 9 per cent growth in retail sales value is also good news. The view of some City brokers, however, is that the firmer trend of interest rates and the prospect of a tougher Budget could depress retail sales.

Chemists' sales reached record levels in December, with shoppers spending 11 per cent more than in the same month a year earlier. The value of sales in the final quarter of 1984 was nearly 11½ per cent up on that in the third quarter.

Despite higher interest rates, stockbrokers Phillips and Drew are still predicting an increase of 2½ per cent in real disposable incomes, reflecting the recent strong underlying trend.

News on inflation has continued to brighten a period of otherwise gloomy statistics. The all-items index fell in December to give an annual rate of increase of 4.6 per cent, reflecting lower mortgage costs, while the rate for medicines and toiletries moved ahead slightly to 6.0 per cent.

Manufacturers' fuel and raw materials costs rose by 8.4 per cent over the 12 months

to January. This compares with December-to-December cost increases of 8.1 per cent for pharmaceutical manufacturers and 7.7 per cent for the perfumes, cosmetics and toiletries preparations sector. However, the index of producers' selling prices for these industries was up only 5.1 and 4.4 per cent respectively over the same period.

On a further note of gloom, the miners' strike is estimated to have reduced industrial

output by 2½-3 per cent during 1984. Manufacturing output in Britain rose 3½ per cent last year, but the recovery almost petered out in the fourth quarter, according to latest official figures.

Production figures for pharmaceutical products showed a welcome increase between the fourth quarters of 1983 and 1984, although the index barely changed in the final quarter of 1984. Output of perfumes, cosmetics and toilet preparations rose by 4.3 per cent between the third and fourth quarters of last year.

The rate of increase of imports continues to dominate that of exports in both the pharmaceutical and toiletries sectors. However, export volume growth for toilet preparations achieved an encouraging 14.2 per cent increase between the third quarters of 1983 and 1984.

On the downside, company failures rose sharply in January, according to the credit insurance company Trade Indemnity, and a moving average of a year's monthly figures edged up to equal the previous record.

Business Statistics

Prices and costs

Prices and costs		Latest data		Previous data		% change on year
Retail prices (January 1974 = 100):						
all items	Dec	358.5	Nov	358.8	4.6	
medicines, surgical goods, toiletries	Dec	368.5	Nov	366.5	6.0	
Producer prices (1980 = 100):						
manufacturing industry	Jan	135.9	Dec	134.9	6.2	
chemical industry	Jan	129.0	Dec	127.4	4.9	
pharmaceutical products	Dec	133.4	Nov	133.3	5.1	
toilet preparations for men	Dec	137.6	Nov	137.6	6.5	
other toilet preparations	Dec	131.3	Nov	131.3	4.4	
surgical dressings	Dec	146.2	Nov	146.2	10.3	
photographic materials and chemicals	Dec	126.9	Nov	125.4	5.2	
Average earnings* (January 1980 = 100):						
distribution and repairs	Nov	158.1	Oct	154.3	8.6	
chemicals and man-made fibres	Nov	179.7	Oct	166.0	9.1	

Output

Manufacturers' sales* (current prices) £ thous:					
pharmaceutical preparations	3rd qtr	533,308	2nd qtr	534,170	7.7
pharmaceutical foods and food additives	3rd qtr	11,911	2nd qtr	9,304	62.3
pharmaceutical chemicals	3rd qtr	101,625	2nd qtr	87,672	11.0
perfumes, cosmetics and toilet preparations	3rd qtr	275,600	2nd qtr	238,500	7.5
Exports* (current prices) £ thous:					
pharmaceutical chemicals and preparations	3rd qtr	270,949	2nd qtr	280,564	9.4
perfumes, cosmetics and toilet preparations	3rd qtr	71,110	2nd qtr	68,869	14.2
Imports* (current prices) £ thous:					
pharmaceutical chemicals and preparations	3rd qtr	142,527	2nd qtr	130,149	20.4
perfumes, cosmetics and toilet preparations	3rd qtr	44,480	2nd qtr	40,543	26.7

Sales

Consumers' expenditure (1980 prices) £ billion	4th qtr	37.3	3rd qtr	36.6	2.2
Retail sales* (value) per week (1980 = 100):					
all retail businesses	Dec	194.1	Nov	150.2	9.9
chemists	Dec	206.0	Nov	147.0	11

Business conditions indicators

Average earnings index (1980 = 100)	Nov	162.2	Oct	164.5	6.6
Capital expenditure (1980 prices) £m:					
distribution	3rd qtr	951	2nd qtr	932	11.2
Stock changes (1980 prices) £m:					
wholesaling	3rd qtr	38	2nd qtr	-101	—
retailing	3rd qtr	-20	2nd qtr	-62	—
Unemployment (UK) per cent					
	Dec	13.4	Nov	13.4	4.5
Live births England, Wales and Scotland					
	Dec (4 weeks)	44,992	Nov (5 weeks)	67,375	—

Sources: Central Statistical Office, Department of Employment, Department of Trade and Industry, HM Customs & Excise, OPCS. All figures seasonally adjusted except where marked*

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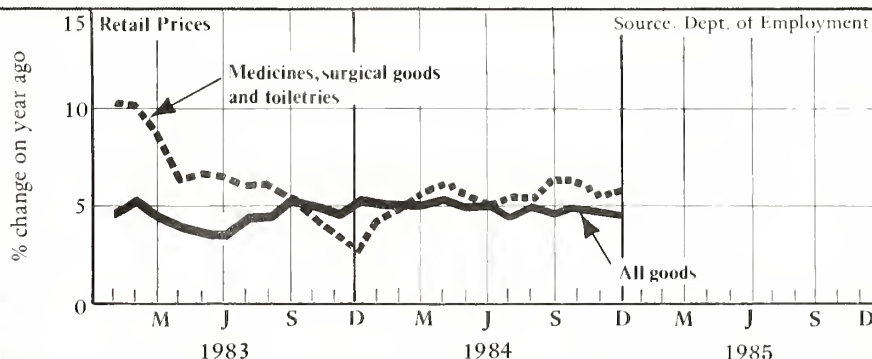
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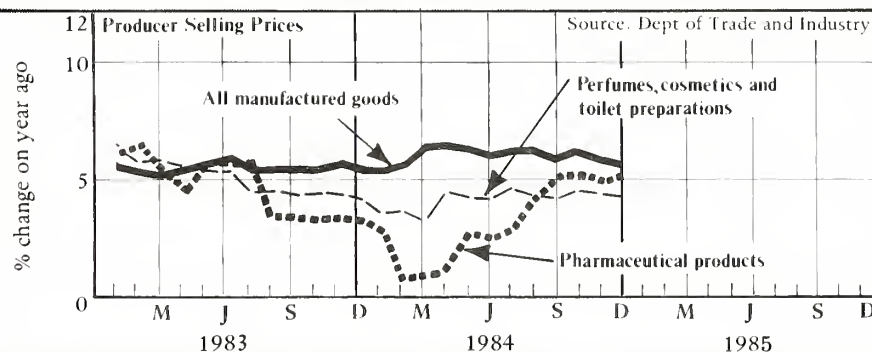
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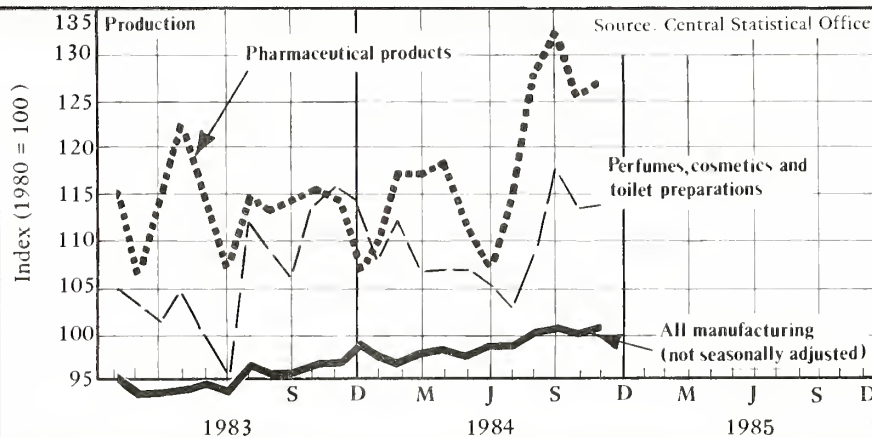
1 Medicines and toiletries price rises level off



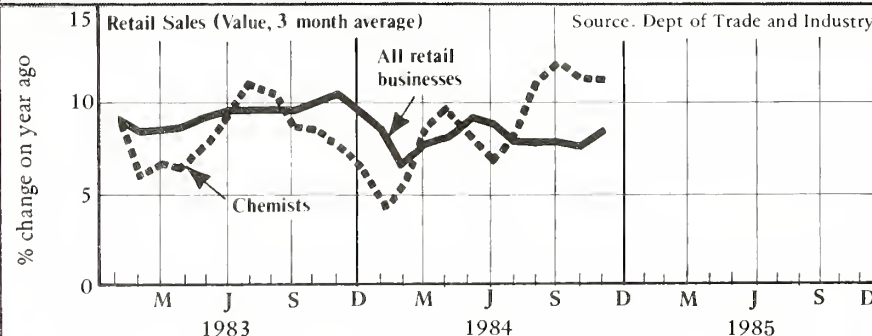
2 Wholesale price increases steady



3 Pharmaceutical production remains buoyant



4 Retail chemists' sales maintain strength



Finance advice

Seminars to help pharmacists deal with personal and business finance are being run by Unichem.

The first two seminars are at the Hospitality Hotel, Glasgow, on March 5, and the Royal Scot, Glasgow Road, Edinburgh, on March 6. They are free and open to members and potential members.

In addition the "financial team" will be at the Livingston Branch on March 6 for private consultations. To book a place telephone Brian Herron on Livingston (0506) 34211.

Monday February 25

Young Pharmacists Group, Pharmaceutical Society of Northern Ireland. at 73 University Street, at 7pm. Mr J. Speers, Northern Pharmacists, and Mr R. McMullan, Central Services Agency, on "Some advice on setting up a community pharmacy." All PSNI members welcome.

Tuesday, February 26

Croydon Branch, National Pharmaceutical Association. the medical centre, Mayday Hospital, Croydon, at 8pm. Mr W. Fowler, MPS, Society inspector, on "Advertising, ethics, supervision and other topics."

Richardson computer roadshow. Spiders Web Motel, Watford, 5pm to 9pm. Systems on display and staff available for help and advice.

Wednesday, February 27

Society of Pharmacy Students, The Queen's University of Belfast, at the north lecture theatre medical biology centre, The Queen's University of Belfast, Annual student symposium on "Nutrition in health care."

Wednesday, February 27

West Metropolitan Branch, Pharmaceutical Society. Charing Cross Hospital, Fulham Palace Road W6, at 7.30pm. Miss E. Reeves, Travonol Laboratories, on "Handling cytotoxics".

Hull Pharmacists' Association. at 7.30pm. Visit to Smith & Nephew.

Thursday, February 28

Leeds Branch, National Pharmaceutical Association. Golden Lion Hotel, Lower Briggate, Leeds, at 8pm. John Goulding, NPA, "Business services presentation."

Richardson Computer road show. Hotel Nelson, Norwich, from 2-9pm. Systems on display and sales staff will offer help and advice.

Bradford and Halifax Branch, National Pharmaceutical Association. Victoria Hotel, Bridge Street, Bradford at 8pm. Mrs Ailsa Benson, NPA training officer, on "Staff training."

Thames Valley Pharmacists' Association. postgraduate medical centre, Kingston Hospital, Galsworthy Road, Kingston upon Thames, at 8pm. Mrs Dorothy A. Mandelstam, MCSP, incontinence advisor, Disabled Living Foundation and Royal Free Hospital, on "Incontinence and its treatment."

Wirral Branch, Pharmaceutical Society. Wirral Postgraduate Medical Centre, Clatterbridge Hotel, at 8pm. Dr Elanor McCartney, veterinary adviser to Crown Chemical Company, on "Pharmacology and use of anthelmintics." A film "Uninvited guests" will also be shown.

Sub-committee for post qualification education and training of pharmacists. courses for Hilary term: March 25, Everglades Hotel, Strabane Road, Londonderry, Mrs M Singleton and Professor A. Li Wan Po, department of pharmacy, The Queen's University Belfast, workshop on "Counterprescribing for common skin conditions"; February 21, 28 and March 7, Lodge Hotel, Lodge Road, Coleraine, 2pm-9pm and March 13, 20 and 27, Seagoe Hotel, Upper Church Lane, Portadown, 2pm-9pm, St John Ambulance instructors, workshop on "First aid at work". Applications to Mr N C. Morrow, course organiser, Sub-committee for post qualification education and training of pharmacists, Dundonald House, Upper Newtownards Road, Belfast BT4 3SF (tel: 0232 65011).

Chemist & Druggist 23 February 1985

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The individual appointed will be responsible for the day to day supervision of Technical and Ancillary staff within the Production Unit and will be expected to possess appropriate leadership qualities for this post of responsibility. Previous experience in Pharmaceutical Production and a working knowledge of Good Manufacturing Practice are essential pre-requisites for this post. For further details and/or to arrange an informal visit to the Production Unit please ring Claire Duncan (Staff Pharmacist) on Blackpool 34111, ext. 343.

Staff Pharmacist

Medicines Research/Information Services

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The individual appointed will conduct research into the use of medicines with a view to encouraging cost effectiveness and the republication of a District Formulary will be an important part of the early work for this post.

An active personal clinical involvement will be encouraged.

The individual required will have a proven record as an effective communicator and will possess the knowledge, skills and personal qualities necessary to discuss therapeutic topics with confidence.

For further details and/or to arrange an informal visit to the District please contact Jeffrey Ashford, District Pharmaceutical Officer. - Blackpool 34111. Ext. 343.

Closing date for the above posts: 9th March 1985.

Application forms and job descriptions from General Office, Victoria Hospital, Whinney Hays Road, Blackpool. Tel: 0253 34111 Ext. 234/380.

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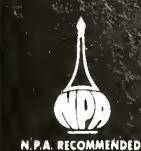
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Reward rises

The reward to catch the man who stabbed PC George Hammond in East Dulwich (C&D, February 9, p316) is now £3,000m, says Ashwin Tanna.

Local traders and businessmen, who raised the money at Mr Tanna's suggestion, are printing handbills with an indentikit picture of the attacker to publicise the reward.

Getting a little eXtra custom

Pharmacist Mr Robert Gartside has followed in the footsteps of another Welsh colleague in taking on a Halifax Building Society agency.

After reading about Mr John Ridgway in C&D last June and talking to him on the telephone, Mr Gartside decided to apply for an agency himself. It has been running for about two weeks now.

It is Mr Gartside's wife Barbara who looks after the agency and she has already been on the training course run by the building society.

In the first week, Mr Gartside said they

had 24 new accounts. It also made things easier for people wanting to pay their mortgages; it saves them a trip to the main branch some 11 miles away.

There was quite a lot of local interest in the venture. Mr Gartside and his wife appeared in the local paper and on radio.

At the moment, the business is run from a desk in a quiet corner, Mr Gartside explained. But, if it takes off, he plans to make more space for it.

Mr Ridgway, in Johnstown near Wrexham, told C&D his building society agency is going very well. He has had no problems and no adverse comments. There has been a bonus of extra custom, and Mr Ridgway estimates the building society brings in around 50 customers a week.

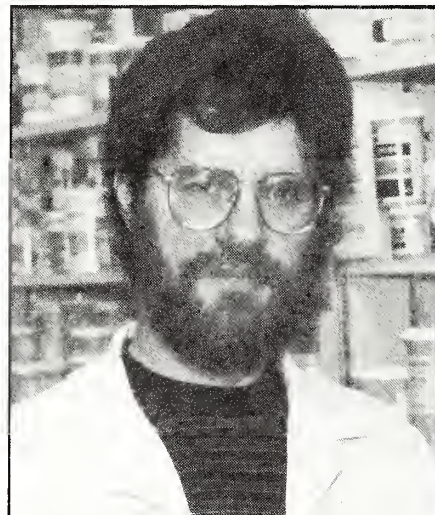
CPP calls all research groups

The College of Pharmacy Practice has invited active research groups to enter into collaborative, jointly-funded projects concerned with aspects of pharmacy practice within community or hospital health care.

The arrangements, based on projects identified by the applicant, further the College's aim of promoting r&d in pharmacy practice through investigations of acceptable standards.

Letters of invitation have been sent to regional pharmaceutical officers in Scotland and Wales, heads of schools of pharmacy and selected Health Service research units. Copies have also been lodged with the ABPI.

Any pharmacist wishing to participate should contact the above or the secretary of the College at 1 Lambeth High Street, London SE1 before April 1.



Peter Craske MPS, a community pharmacist in Leeds, has been awarded the 1985 Glyn Jones award by the College of Pharmacy Practice. Mr Craske will be making regular visits to a number of patients over a period of one year, liaising with the doctor concerned in each case, to establish the parameters of a domiciliary pharmaceutical service

Diamond to be ABPI president

Mr James B. Diamond, vice-chairman of Beecham Pharmaceuticals, is the next president of the Association of the British Pharmaceutical Industry from April 12.

Mr Diamond has been in the pharmaceutical industry since 1948.

In 1979 he was appointed to the Beecham Group board and was made vice-chairman of Beecham Pharmaceuticals last year. He is currently a vice-chairman of the ABPI, a council member of the Chemical Industries Association and a member of the Pharmaceutical Economic Development Committee of NEDO.

The ABPI has elected two new vice-presidents: Mr P. W. Cunliffe, CBE, chairman of the pharmaceuticals division of ICI, and Mr W. W. Gerard, managing director of Roche Products.

Mr W. J. Wilson, chairman and managing director of Pfizer, has been re-elected as a vice-president.

Cow & Gate: the company has re-organised their sales management team, following the promotion of former national account manager Terry Hallam to national account controller.

Derek Wood, succeeds him. Conrad Selfe joins as sales co-ordination manager.

Bryan Ware is new national field sales manager. Ron Gunnee continues in an expanded role as medical manager. Alistair McConkey is promoted to regional director (Ireland) from regional manager.

Fisons plc: Dr T.S.C. Orr becomes director of research and development with the company's pharmaceutical division. He succeeds the late Dr D.C. Quantock.

Bradford University: Pharmacist Dr Anthony Fell has been appointed Professor of Pharmaceutical Chemistry at the University of Bradford. Dr Fell is at present at Heriot-Watt University Edinburgh.

DEATHS

Ginn: William Franklyn Ginn, 39 Portrush Road, Ballymoney, co Antrim, on February 7, aged 67. Mr Ginn completed his training with Messrs Breakey, Lisburn Road, Belfast, in 1941. He then moved to Ballymoney and became a partner in Messrs H.G. Campbell (Chemists) Ltd, Church Street.

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